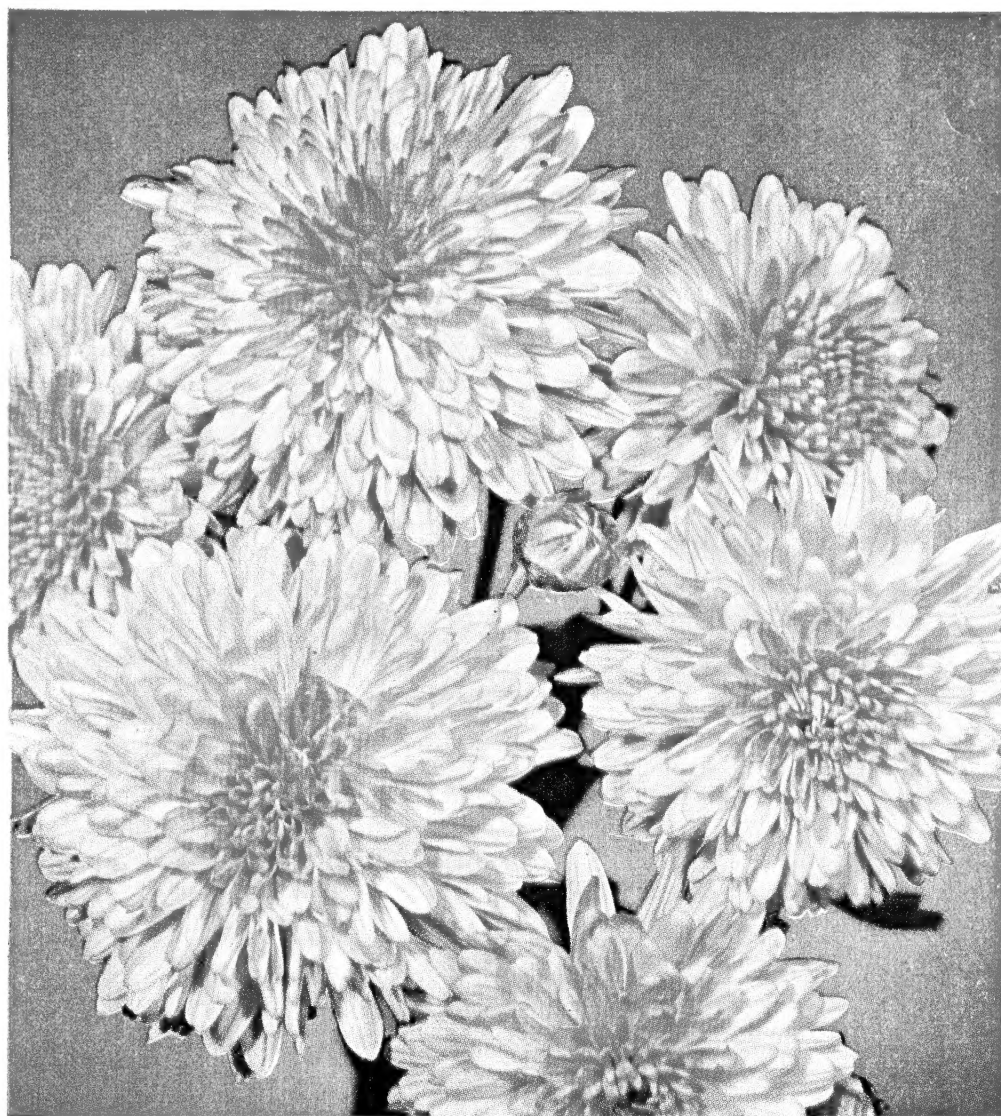


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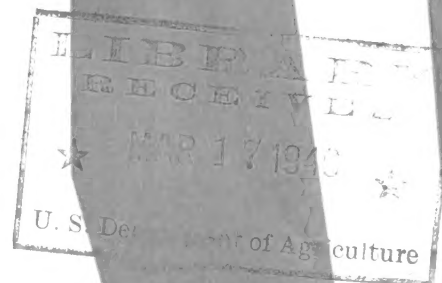
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1949



DAWNROSE

Clear, radiant color, freedom of bloom, and excellent plant habit make it a champion beyond compare. Ideal for both the garden and for cutting. See p. 21. **75c each; 3 for \$2.00.**

*Mums
from
Minnesota*

The
LEHMAN GARDENS

Hardy Chrysanthemum Specialists

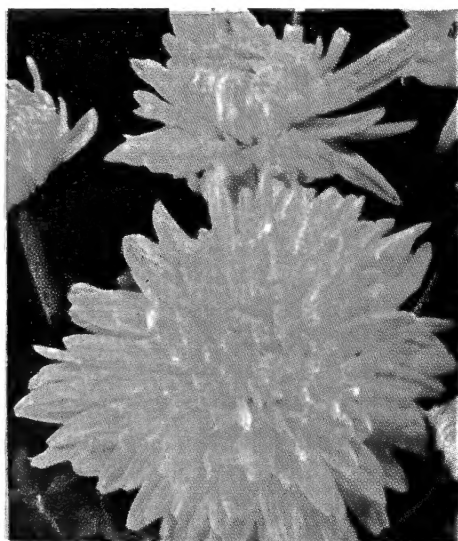
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OLIVE LONGLAND. 50c each; 3 for \$1.25



MEDITATION. 75c each; 3 for \$2.00



CHARLES NYE. 60c each; 3 for \$1.50

LEHMAN'S MASTER 6 MUMS

We consider these six varieties to be
the leaders in their respective colors.



6 SURE-TO-BLOOM **\$3.00**
PLANTS (1 of each) for

18 PLANTS **\$8.25**
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COURAGEOUS. 60c each; 3 for \$1.50



→
BETTY
50c each;
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AVALANCHE
50c each;
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Mums from Minnesota

The Hardy Mum Headquarters of the Nation

Because our production of Hardy Mums has exceeded the half-million mark annually, we have applied assembly-line and mass-production methods to our growing, with highly skilled help doing the job. Thereby we are able to offer you our BETTER-GROWN and SURE-TO-BLOOM plants at greatly reduced prices.

We do not dabble with many kinds of plants; WE SPECIALIZE. We grow one big crop and grow it well. Our experience has enabled

us to set up an ultra-modern Mum-growing establishment producing SURE-TO-BLOOM Hardy Mums that cannot be equaled.

Every plant we send out is absolutely guaranteed to be true to name, SURE TO BLOOM and free of disease and insects. All blooming dates, descriptions, and growth data are from actual observations in our own fields in southern Minnesota.

Plants will be ready and available from February 15 to June 15.

Comm, Commercial; D., Double; SD., Semi-double; S., Single

Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
Afterglow. D. (De Petris.) Rich raspberry-salmon aging to buff-salmon. An excellent cut flower with frost-resistant blooms.23	23	Oct. 1	\$0.75	\$2.00
Alabaster. D. (English.) Excellent 5-inch incurved white.30	30	Sept. 20	.50	1.25
Allegro. D. (De Petris.) Glowing shrimp-pink with coppery salmon sheen.22	22	Oct. 7	.50	1.25
Ambassador. D. (Comm.) Pictured p. 17. Large incurved cream-white. Disbud to obtain 6 to 8-inch bloom.48	48	Oct. 23	.50	1.25
Amber Glow. D. (Youdath.) Brilliant rosy bronze, brighter than Mrs. du Pont. .24	24	Oct. 6	.40	1.00
Ambrosia. D. (De Petris.) A blended peach-shrimp with undertone of rose and golden bronze. Very early.18	18	Sept. 6	.60	1.50
Apricot Glow. D. (Cumming.) Pictured p. 9. Rich bright apricot-orange. A summer-flowering cushion type.17	17	Sept. 19	.60	1.50
Apricot Spoon. S. (Lehman.) New 1949! A pleasingly different frost-resistant Spoon with tubes of apricot-bronze and spoons of apricot-rose.26	26	Oct. 14	.75	2.00
Argonne. D. (De Petris.) A full, rounded button pompon of rich amaranth-purple. .22	22	Oct. 5	.60	1.50
Autumn Greetings. SD. (Kraus.) Pictured p. 18. Bright copper and gold. Excellent for mass planting.22	22	Sept. 14	.50	1.25
Autumn Lights. SD. (Cumming.) Pictured p. 18. Brilliant bright red-orange with a yellow center. Very hardy.20	20	Oct. 7	.50	1.25
Autumnsong. D. (Kraus.) Pictured p. 8. Large wine-rose shading to carmine. Entirely new color in Mums.20	20	Sept. 12	.60	1.50
Autumntide. D. A beautiful blending of salmon-coral with a golden undertone. .22	22	Sept. 14	.50	1.25
Avalanche. D. (Dreer.) Pictured p. 2, 7, 10. The world's best large creamy white. Everyone's favorite. Top-notch for cutting. One of the "Master Six"20	20	Sept. 4	.50	1.25
Aviator. D. (DePetris.) A new coppery red, which promises to become very popular. Vigorous grower.26	26	Oct. 2	.50	1.25
Bambi. D. (Kraus.) Fawn-yellow with amber shading at center.17	17	Sept. 14	.50	1.25
Barbara Small. D. (Kraus.) Clear lilac-pink, with a carmine center.23	23	Sept. 16	.40	1.00
Beacon. D. Pictured p. 24. New 1949! Fully double, large, 4-inch flower of coral-apricot shading to flaming nasturtium-orange at center. Tall, sturdy plant. Excellent for cutting.30	30	Oct. 15	.75	2.00
Betty. SD. (C.&P.) Pictured p. 2, 14. Splendid upright rose-pink without a trace of magenta. One of the finest new pinks. One of the "Master Six"28	28	Sept. 28	.50	1.25
Bokhara. D. (Cumming.) Pictured p. 9. Captivating soft crimson and wine flowers in profusion. Strong, sturdy growth.22	22	Oct. 10	.60	1.50

Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
Bonfire. D. Multitudes of burnt-bronze-red flowers on graceful stems. A beautiful frost-resistant plant.24	24	Oct. 2	\$0.40	\$1.00
Bridesmaid. D. (English.) New! Large, delicate flesh-pink suffused with cream and salmon.28	28	Oct. 10	.75	2.00
Bronze Precoce. D. (English.) A lovely very large bronze. A summer-blooming flower.22	22	Sept. 14	.75	2.00
Burgundy. D. (Cumming.) Pictured p. 10. Glowing wine-red, perfect flowers on a beautiful, strong-stemmed plant.30	30	Sept. 19	.50	1.25
Burma. D. (Cumming.) Pictured p. 8. Glistening bronze with soft orange tints. .24	24	Sept. 26	.75	2.00
Butterball. D. (Longley.) The best early butter-yellow. Somewhat bronze in cool weather.14	14	Aug. 12	.50	1.25
Calcite. D. (Kraus.) Chalk-white with pale sulphur-yellow center. Very heavy bloomer.20	20	Sept. 18	.50	1.25
Canary Spoon. D. (Lehman.) Pictured p. 13. Excellent full flower with both tubes and spoons of bright yellow.24	24	Oct. 1	.75	2.00
Candlelight. D. (Kraus.) Pictured p. 18. Well-formed flowers of ivory-white. Excellent plant and foliage habits.20	20	Aug. 26	.50	1.25
Cardinal Spoon. S. (Lehman.) Pictured p. 12. An outstandingly different cardinal-red with greenish yellow tubes.24	24	Sept. 28	.60	1.50
Carnival. D. (Bristol.) Pictured p. 9. New 1948! A large, gleaming burnt-orange flower on an excellent plant with lusty green foliage.30	30	Oct. 10	.75	2.00
Challenger. D. (English.) Pictured p. 23. Large, bright bronze-red.24	24	Oct. 2	.50	1.25
Charles Nye. D. (Kraus.) Pictured p. 2, 14. Large, 3-inch, fully double, rounded flowers of buttercup-yellow. One of the "Master Six"28	28	Sept. 28	.60	1.50
Charm Spoon. S. (Lehman.) Pictured p. 12. Opens lovely rhodonite-red and fades gradually to rich dusty rose. Excellent growth habits. Very free flowering.26	26	Sept. 28	.60	1.50
Chicago. SD. (Kraus.) New 1949! Rich, deep, glowing carmine with orange reverse, turning to scarlet toward the base. A small, clear yellow center enhances the brilliance.24	24	Oct. 6	.75	2.00
China Gold. D. (New English.) Bright pure gold with quilled petals.36	36	Oct. 12	.60	1.50
Chippewa. D. (Longley.) Pictured p. 11. Gorgeous, bright aster-purple, slightly incurved. Does especially well in the North.24	24	Sept. 4	.50	1.25
Chiquita. D. (Kraus.) Pictured p. 15. A compact, dome-shaped pompon of deep lemon-yellow. One of the finest yellow pompons.20	20	Sept. 28	.60	1.50
Chris Columbus. D. (Rosebud.) New outstanding ivory-white. A luxuriant grower, excellent for cutting.26	26	Sept. 28	.60	1.50

Name and Description	Height in Inches	Blooming Date	Price Each	Per 3	Name and Description	Height in Inches	Blooming Date	Price Each	Per 3
Classic Spoon. S. (Lehman.) Pictured p. 12. Large, heavy-textured flower of rosy phlox-purple, with silvery tubes.	18	Sept. 26	.60	1.50	Glowing Coals. D. (Kraus.) Pictured p. 7. Bright deep cherry-red with orange reverse. Well-branched sprays. One of the best early reds.	24	Sept. 18	.60	1.50
Congo. D. (De Petris.) An appealing, fully double, coppery red-bronze flower. Very early.	22	Sept. 10	.60	1.50	Gold. D. (Rosebud.) Large, very double flower of golden bronze. Excellent for cutting.	22	Oct. 1	.50	1.25
Coppelia. D. (English.) Heavy-textured, bright Indian-red. Strong grower.	36	Sept. 26	.50	1.25	Golden Dome. D. (English.) Pictured p. 23. Bright golden yellow overlaid with bronze.	28	Oct. 2	.50	1.25
Courageous. D. (Kraus.) Pictured p. 2. Bright dark ruby-red, large double flowers. One of the "Master Six." A truly magnificent plant.	24	Sept. 26	.60	1.50	Golden Hours. D. (Kraus.) Pictured p. 11. Early, double, deep lemon-chrome. Petals broad, overlapping and somewhat incurved. Most outstanding very early cut flower.	26	Sept. 12	.75	2.00
Crimson Splendor. S. (Cumming.) Pictured p. 16. Immense, rich crimson, daisy type. One of the finest singles.	22	Oct. 1	.50	1.25	Golden Rose. D. (Rosebud.) Old-rose with golden overtone.	22	Oct. 4	.50	1.25
Cydonia. D. Pictured p. 10. Brilliant orange-chestnut overlaid with mahogany. We know you'll like it.	34	Oct. 8	.50	1.25	Golden Sunset. D. (Kraus.) Immense, burnished copper with ruby center. One of the largest and most showy of the recent introductions.	22	Sept. 27	.60	1.50
Dahliaum. D. Like a cactus dahlia, quilled petals of bright wine-red.	22	Sept. 10	.40	1.00	Gold Lode. D. (Comm.) Large, reflexed flowers of light golden yellow. Disbud for larger flowers.	40	Oct. 1	.40	1.00
Dawnrose. D. (Kraus.) Pictured p. 1. New 1949! Grenadine-pink to bitter-sweet-pink, lightening to clear, bright flesh-color at margin. A '49 "must"!	24	Oct. 15	.75	2.00	Harbinger. D. (Kraus.) Pictured p. 24. A glorious early bronze with coloring of fall maples. Very good cut flower.	22	Aug. 22	.40	1.00
Dean Kay. SD. (Mosnat.) Large cushion-type, gentle rose-pink.	22	Sept. 10	.35	.90	Harbor Lights. D. (Cumming.) Pictured p. 15. Pale yellow with cream-white tints. Extra fine.	22	Sept. 24	.50	1.25
Dee Dee Ahrens. D. (Longley.) The very earliest of all pure white cut-flower varieties.	20	Aug. 20	.50	1.25	Hazelwood. D. (Kraus.) New 1949! Soft light Corinthian-red shading to delicate dark Jasper-red at center. A heavy bloomer, good for cutting. Fine plant. . . .	30	Oct. 5	.75	2.00
Defiance. D. (Kraus.) New 1949! A bold flower of intense golden yellow with twilled petals. Exceptionally firm substance. Strong, upright plant with excellent cutting stems. Mighty fine for '49! . . .	26	Sept. 17	.75	2.00	Hearthfire. D. (Kraus.) Pictured p. 24. Bright red flowers showing a small yellow center when fully open. Ideal for cutting. . .	25	Sept. 20	.50	1.25
Drifted Snow. D. (Kraus.) A mound of large, fully double snow-white flowers, shaded yellow at center.	24	Sept. 16	.50	1.25	Heatherbloom. D. (Kraus.) Pictured p. 7. Very double; heather-pink, center shaded rose-red with gold tipping. Outstandingly good.	20	Sept. 22	.60	1.50
Dubonnet. S. (De Petris.) Single amaranth-pink with beautiful glossy foliage. . .	22	Oct. 3	.50	1.25	Hero. D. (Kraus.) New 1949! Gleaming bright scarlet-red to spectrum-red with yellow-bronze reverse. Very free flowering. .	24	Sept. 27	.75	2.00
Early Harvest. D. (Kraus.) Pictured p. 7. A mass of charming mahogany-orange flowers for two months. Superior to any known cushion variety.	16	Sept. 7	.50	1.25	Hilda H. Bergen. D. (Comm.) Pictured p. 17. Large incurved, dark reddish bronze.	40	Oct. 25	.50	1.25
Early Wonder. D. Pictured p. 10, 15. Large, soft pink pompon. Excellent for cutting.	38	Sept. 30	.50	1.25	Illuminator. D. (Kraus.) Very dark, brilliant crimson-red pompon. Excellent in the garden and for cutting.	22	Sept. 22	.75	2.00
Echoes. SD. (Kraus.) Rich Vandyke-brown toned copper, becoming orange at center.	22	Oct. 1	.60	1.50	Indiana. D. (English.) Pictured p. 23. Rich velvety crimson with darker center. .	24	Sept. 25	.50	1.25
Eggshell. D. (Youdath.) Large, distinct eggshell-white, slightly deeper at center. Flowers 3 to 4 inches across. Excellent for cutting.	30	Sept. 26	.60	1.50	Indianapolis Yellow. D. (Comm.) Pictured p. 17. Large bright lemon-yellow. . .	48	Nov. 8	.50	1.25
Ermine. D. (Kraus.) New 1949! Fully double, wide-petaled, pure white with cream center. Tall, sturdy plant; vigorous grower. Very frost-resistant flowers. Excellent for cutting.	30	Oct. 1	.75	2.00	Inspiration. D. (Kraus.) New 1948! Large, rich orange-red overlaid with apricot-orange. Bush unusually strong, sturdy and upright. Excellent for cutting. Buds and flowers frost hardy.	30	Oct. 1	.75	2.00
Eternal Snow. SD. (Rocknoll.) Early; pure white with yellow center.	22	Sept. 14	.50	1.25	Ivory Spoon. D. (Lehman.) Pictured p. 12. New. Dainty, ivory-white, spoon-shaped flowers in profusion.	20	Oct. 5	.60	1.50
Eugene A. Wander. D. (Cumming.) Pictured p. 7. The largest and finest early bright yellow. Blooms 4 inches across. . .	18	Aug. 25	.50	1.25	Jean Harlow. D. (English.) Semi-incurved, bright golden yellow.	26	Sept. 30	.50	1.25
Fiesta. D. (De Petris.) Large, full rounded pompon of brilliant orange-rust. An excellently formed plant.	26	Oct. 1	.75	2.00	Joan Helen. SD. Sparkling garnet-lake shading to purple; bright, yellow center. . .	18	Sept. 10	.50	1.25
Fuchsia Spoon. S. (Lehman.) New 1949! A bold, 3½-inch flower of sparkling fuchsia-rose. A sturdy, free-flowering plant.	24	Oct. 2	.75	2.00	Judith Anderson. D. (Cumming.) Pictured p. 15, 16. Extremely free-flowering golden yellow button.	18	Oct. 10	.40	1.00
Garnet King. D. (Comm.) Pictured p. 17. The best large dark red. Disbudded blooms are 6 to 7 inches in diameter. . . .	40	Nov. 18	.50	1.25	Lavender Lady. D. (Cumming.) Pictured p. 18. Immense silvery lavender.	30	Oct. 6	.50	1.25
Glacier. D. (Longley.) Pictured p. 11. Dwarf, very early, absolutely pure white. Fine for bordering and for pots.	16	Aug. 26	.50	1.25	Lavender Lassie. D. (Cumming.) Pictured p. 18. A grand pompon with cushion-like growth. Color even better than Lavender Lady.	22	Sept. 10	.50	1.25

Name and Description	Height in Inches	Blooming Date	Each	Price Per 3	Name and Description	Height in Inches	Blooming Date	Each	Price Per 3
Leda. D. (English.) Pictured p. 23. Beautiful rolled petals of heliotrope-pink.	30	Oct. 2	\$0.50	\$1.25	Myrtle Waigreen. D. (Kraus.) New 1949! <i>The Mum of the Year</i> . Rich amaranth-purple, underlaid with silvery lilac, aging to clean, clear mallow-purple. Better than Chippewa. Fine cut flower.	20	Sept. 28	\$0.75	\$2.00
Lilac Spoon. S. (Lehman.) New 1949! Large, wide-petaled flowers of lilac-pink with silvery white tubes. A superb Spoon!	24	Oct. 1	.75	2.00	Nanook. D. (Kraus.) Dwarf, compact mound completely smothered by white flowers with cream centers.	14	Sept. 14	.50	1.25
Little Eskimo. D. Pure white, ball-shaped pompons in abundance. Good white companion to Lavender Lassie.	18	Sept. 8	.40	1.00	Nectar. D. (Rocknoll.) Large, informal flower if orchid-lavender with brighter center.	30	Oct. 5	.50	1.25
Louise Schling. S. (Bristol.) Pictured p. 16. A fine Korean-red single, maturing salmon-red.	28	Oct. 6	.50	1.25	Nokomis. D. (De Petris.) A large, hardy pompon with a full, compact flower of Indian-red fading to bronze.	26	Sept. 26	.50	1.25
Loveliness Spoon. S. (Lehman.) Pictured p. 13. A grand fully double carmine-pink Spoon. Nothing like it. Unquestionably outstanding.	20	Oct. 1	.75	2.00	Norma. SD. (Comm.) Pictured p. 17. Anemone-flowered, deep lavender with gold crested center.	30	Oct. 28	.60	1.50
Magenta Spoon. D. (Lehman.) Pictured p. 12. New 1948! Lively magenta-rose. Spoon-type flowers in profusion. The peak of perfection in the spoon mums.	22	Oct. 3	.60	1.50	North Cape. S. Beautiful chamois-yellow. Foliage completely covered by an avalanche of light yellow daisies.	18	Oct. 7	.50	1.25
Magnificent. D. (Kraus.) New 1949! Glorious 4-inch flowers of plum-red or rosy cardinal with coppery cast. Strong branches, excellent for cutting.	26	Oct. 1	.75	2.00	North Star. S. (Cumming.) Pictured p. 16. A cascade of pure, glistening white daisies.	24	Sept. 18	.40	1.00
Major Bowes. D. (Comm.) Pictured p. 17. Large, incurved, deep lavender.	34	Oct. 20	.50	1.25	Olive Longland. D. (Kraus.) Pictured p. 2, 14. Three-inch, apricot-toned, salmon-pink. One of the "Master Six." The best of the pastel colors.	24	Sept. 26	.50	1.25
Mandalay. D. (Cumming.) Pictured p. 15. Brilliant orange-bronze. Excellent for cutting.	22	Sept. 22	.50	1.25	Orange Queen. D. (English.) Large, rich golden yellow with orange cast.	24	Sept. 28	.50	1.25
Margaret Ann. D. (Rosebud.) Large, free flowering, light rosy purple. Good for cutting.	26	Sept. 15	.50	1.25	Orchid Spoon. S. Pictured p. 12. Lovely orchid-pink. An excellent spoon.	24	Oct. 6	.40	1.00
Maroon 'n' Gold. D. (Longley.) Pictured p. 11. Immense, 4-inch flowers of bright mahogany shaded maroon, underlaid with gold. Very early.	16	Aug. 26	.50	1.25	Oriental Glory. D. (Rosebud.) Brilliant oriental-red. Large flower with pointed petals. Good cut flower.	26	Sept. 30	.60	1.50
Martin's White. D. (Martin.) Immense, pure white flowers 4 inches across. Compact, bushy growth.	18	Sept. 15	.60	1.50	Peach Spoon. D. (Lehman.) New 1949! Lively peach-colored spoons with Chinese-yellow tubes aging to pinkish peach. Outstandingly different. Large, 4-inch flowers.	22	Oct. 8	1.00	2.50
Mary Harrison. SD. (Kraus.) New 1949! Bright, glowing aster-purple, lightening to phlox-purple. Excellent for cutting. Tremendously impressive.	24	Sept. 26	.75	2.00	Pepita. D. (Kraus.) Pictured p. 15, 16. Densely quilled button pompon of egg-shell-white with darker center when fresh, changing to pure white with cream center.	22	Sept. 28	.60	1.50
Meditation. D. (Kraus.) Pictured p. 2, 8. 1948 <i>Mum of the Year</i> . Fully double, 3-inch, firm, two-toned flowers of soft light jasper-red and maize-yellow with orange reverse. Flowers mature clear bright red-dish peach. An excellent cut flower.	30	Oct. 6	.75	2.00	Pink Dot. D. (Comm.) Pictured p. 17. Lavender-pink pompon with deep rose center. Fine grower.	40	Oct. 25	.50	1.25
Mellow Glow. D. (Cumming.) Pictured p. 9. New 1948! A lovely blend of orange-buff, peach-pink, and bronze tints. Very good for cutting.	30	Oct. 5	.75	2.00	Pink Princess. D. Dainty baby-pink button of the cushion type.	22	Sept. 20	.50	1.25
Melody. D. (Kraus.) New 1949! Gay light orange-bronze with wide, boat-shaped petals. An upright, compact, free-flowering plant.	24	Sept. 28	.75	2.00	Pink Radiance. D. (Cumming.) Pictured p. 9. Multitudes of highly luminous pink blossoms on rugged plants.	22	Sept. 24	.60	1.50
Mrs. H. E. Kidder. D. (Comm.) Pictured p. 17. Incurved flowers 7 inches across, of bright golden yellow. The best of all large yellows.	48	Oct. 15	.50	1.25	Pollyanna. D. (De Petris.) Tall, graceful, flashy Mayflower-pink with rosy salmon sheen.	30	Oct. 9	.50	1.25
Mrs. Pierre S. du Pont III. D. (Cumming.) Pictured p. 10. Peach-pink tinted rosy salmon-bronze. One of the dozen best Mums.	26	Oct. 5	.50	1.25	Prelude. D. (Kraus.) Very large; combination of flesh-pink and maize-apricot. Unexcelled for early cutting.	30	Sept. 9	.75	2.00
Mrs. T. Riley. D. (English.) The largest English white. A large snow-white bloom.	20	Oct. 6	.60	1.50	Primula. S. (Kraus.) Graceful, free-flowering, yellow single. The best of the yellow daisy types.	30	Oct. 10	.40	1.00
Murmurs. D. (Kraus.) Opens amaranth-pink, fading slowly to clear mallow-purple. Petals broad and incurved. Early.	22	Sept. 4	.50	1.25	Pygmy Bronze. D. Bud sport of Pygmy Rose. Dusky bronze.	10	Sept. 15	.50	1.25
My Lady. D. (Mosnat.) Pictured p. 7. A lovely combination of gold with bronzed red shadings. In bloom practically all season.	16	Aug. 27	.40	1.00	Pygmy Rose. D. Very dwarf, perky, upright-growing rose pompon. Valuable for edging or potting.	10	Sept. 15	.40	1.00
					Queen of Pinks. D. (Comm.) Large, lavender-pink pompon. Prolific bloomer. Good for potting.	26	Nov. 10	.50	1.25
					Red Cushion. SD. An early cushion-type Mum. Brilliant red with a bright yellow center.	18	Sept. 11	.35	1.00
					Red Gold. D. (Longley.) Pictured p. 11. The gaudiest of all pompons. A lively combination of red and golden orange. Very early.	20	Aug. 20	.40	1.00

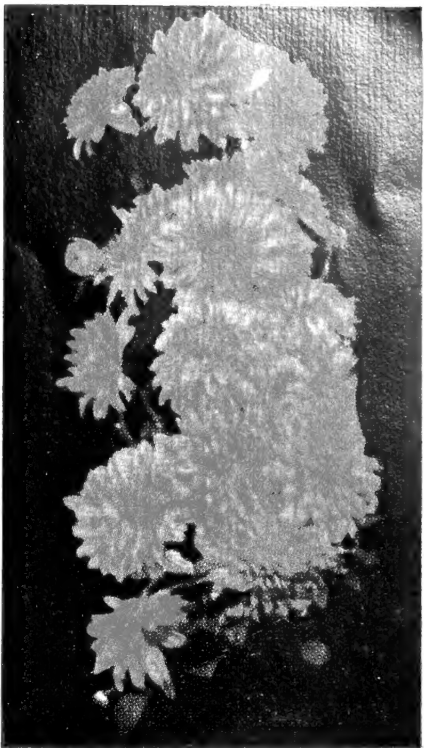
Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3	Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
Dark Red Gold. D. (Lehman.) A bud sport of Red Gold with a pleasing dark ruby color. 18		Aug. 20	\$0.50	\$1.25	Tangerine. D. (Kraus.) Flaring Spanish-orange to grenadine-red. Distinctly different. 22		Sept. 27	\$0.60	\$1.50
Red Ridinghood. D. (Youdath.) Pictured p. 18. An outstanding bright red. Petals are very frost resistant. 26		Oct. 1	.40	1.00	Tiffany Rose. SD. (Carroll.) A brilliant deep rose that attracts attention. 22		Sept. 30	.50	1.25
Red Velvet. D. (Cumming.) Pictured p. 10. A surpassingly fine, full double, velvety crimson. The best of all crimsons. 24		Oct. 2	.50	1.25	Tiger. D. (English.) Pictured p. 23. Large; bright crimson on opening, changing to bronze and then yellow. All three colors found on the same plant at the same time. 26		Sept. 28	.50	1.25
Redwood. SD. (Longley.) Hundreds of bright red flowers on dwarf mounds. Excellent edging plant. Very free flowering. 14		Aug. 22	.40	1.00	Tolcross Pink. D. (New English.) Large solid flowers of rose-pink. By far the best English pink. 26		Oct. 12	.75	2.00
Rose Princess. D. (English.) Salmon-rose, base flushed with gold. A very striking flower indeed. 24		Sept. 28	.50	1.25	Tribute. D. (Kraus.) Pictured p. 14. New 1948! Large, fully double flower opening bright daphne-red and maturing to daphne-pink. Excellent as a border plant. 22		Sept. 24	.75	2.00
Rosita. D. (Kraus.) Pictured p. 15, 16. Compact, light Persian-rose button pompon. Bush completely covered with pink buttons. 26		Sept. 24	.60	1.50	Tussore. SD. (Kraus.) Exceptionally fine orchid-pink. We like this the best of all singles. 20		Sept. 30	.40	1.00
Ruby Spoon. D. (Lehman.) New 1948. Pictured p. 13. Large, bold, firm, Spoon-type flower of bright ruby-red. Strong plant. 26		Sept. 27	.75	2.00	Twilight. D. (Kraus.) A pleasing fuchsia-purple underlaid with silver. Strong grower. 24		Oct. 5	.60	1.50
September Bronze. D. (Cumming.) Pictured p. 15. Golden bronze, cushion-type pompon. Flowers very frost resistant. 20		Sept. 12	.40	1.00	Valiant. SD. (Kraus.) A gaudy flower with long petals of bright rose-scarlet with a clear yellow center. 25		Sept. 27	.60	1.50
September Cheer. D. A new, rich cherry-red. Well adapted to potting. 16		Sept. 15	.40	1.00	Violet. D. (Longley.) Pictured p. 11. Dr. Longley's newest purple. Full double, dahlia-like bloom of good color and substance. 20		Aug. 26	.50	1.25
September Dawn. D. Pictured p. 24. New, large, bright rose-pink. The best of the pinks to date. 22		Sept. 26	.50	1.25	Vulcan. D. (English.) Pictured p. 23. Large, nicely shaped flowers of brilliant crimson. This is the best red in the English group. 26		Sept. 26	.50	1.25
Sieglinde. S. (Styer.) Dainty coral-red; single. Different from any other. 28		Oct. 8	.35	.90	Westbourne. D. (English.) Pictured p. 23. The darkest of all rich reds. 28		Sept. 26	.50	1.25
Sienna. D. (Kraus.) Dark reddish orange toned burnt-sienna-brown. A heavy-textured, long-lasting flower. 18		Sept. 16	.50	1.25	White Dot. D. (Comm.) Pictured p. 17. Clear ivory-white pompon. Good companion for Pink and Yellow Dot. 32		Nov. 1	.50	1.25
Silver Moon. D. (Cumming.) Pictured p. 16. White, like a glorified Shasta Daisy. 32		Sept. 28	.40	1.00	White Knight. D. Pictured p. 8. Large, clear, ivory-white flowers of fine form and substance. 22		Sept. 15	.60	1.50
Silver Pink. D. (Longley.) Upright; tyrian-rose with silvery cast. Early; good for cutting. 20		Sept. 1	.60	1.50	White Wonder. D. The perfect free-flowering white, ball-shaped pompon. 30		Sept. 26	.60	1.50
Silver Sheen. D. (Comm.) Most popular large white; incurved. Disbud for 6 to 7-inch flowers. 36		Oct. 18	.50	1.25	Winterset. D. (Peck.) Strong-growing, large snow-white. A valuable addition, as it blooms with Mrs. du Pont and Red Velvet. 28		Oct. 2	.60	1.50
Simba. D. (Kraus.) Pictured p. 18. Profuse masses of soft orange-bronze flowers. Splendid for cutting. 22		Sept. 4	.50	1.25	Wychwood. D. (Kraus.) Pictured p. 8. New 1948! In our estimation one of the best yellows. Flowers of rich, sparkling canary-yellow, slightly deeper near center. Perfect plant habits and excellent healthy foliage. 22		Sept. 12	.75	2.00
Snowfall. D. (Kraus.) Virgin-white, slightly cream at center. Petals rolled and pointed. 20		Sept. 28	.60	1.50	Yellow Avalanche. D. (Lehman.) Pictured p. 24. A brilliant soft yellow flower. A bud sport of the popular white Avalanche. Unexcelled for cutting and unsurpassed in beauty. 22		Sept. 4	.60	1.50
Song of India. D. (Kraus.) Excellent large, bronze-peach flowers. 18		Sept. 18	.50	1.25	Yellow Blanket. D. (Peck.) A very free-flowering Mum with lovely clear yellow button flowers. 20		Oct. 10	.60	1.50
Southwind. D. (Kraus.) Masses of large Chinese-red flowers toned salmon-buff, borne on sturdy, well-branched plants. 22		Sept. 18	.50	1.25	Yellow Cushion Improved. D. Hundreds of fully double, bright yellow flowers on mound-like plants. 18		Sept. 4	.35	1.00
Stalwart. D. (Kraus.) Pictured p. 15. Very prolific golden bronze pompon. Very frost resistant. 24		Oct. 2	.50	1.25	Yellow Daisy. S. (Comm.) A deep lemon-yellow; single. 24		Nov. 1	.50	1.25
Stella App. SD. (App.) Very prolific orange-bronze. Excellent for garden display or cutting. Extremely good in the Chicago area. 24		Oct. 5	.60	1.50	Yellow Dot. D. (Comm.) Pictured p. 17. An excellent large yellow pompon. 32		Oct. 25	.50	1.25
Sunape. D. (U. of N. H.) A new golden yellow developed by Prof. Holley. Very early. 24		Sept. 7	.40	1.00	Yellow Spoon. S. Pictured p. 12. Very fine, bright clear golden yellow tubes and spoons. 22		Oct. 8	.40	1.00
Sundance. D. (Kraus.) Hundreds of fully double, golden bronze pompons cover attractive upright plants. 22		Sept. 20	.50	1.25	Zantha. D. (Kraus.) Pictured p. 7. A new perpetual-blooming, clear canary-yellow with ball-shaped flowers. Outstandingly good. 22		Sept. 6	.50	1.25
Sunray. (Comm.) Light lemon-yellow anemone. Nearly a yellow Norma. 30		Oct. 15	.50	1.25					
Symphony. D. (Cumming.) An indescribable blend of coppery pink and soft lavender. 38		Oct. 12	.50	1.25					



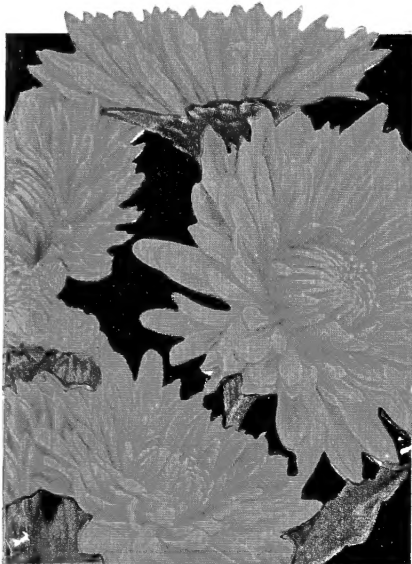
ZANTHA. 50c each; 3 for \$1.25



AVALANCHE. 50c each; 3 for \$1.25



EARLY HARVEST
50c each; 3 for \$1.25



MY LADY. 40c each; 3 for \$1.00

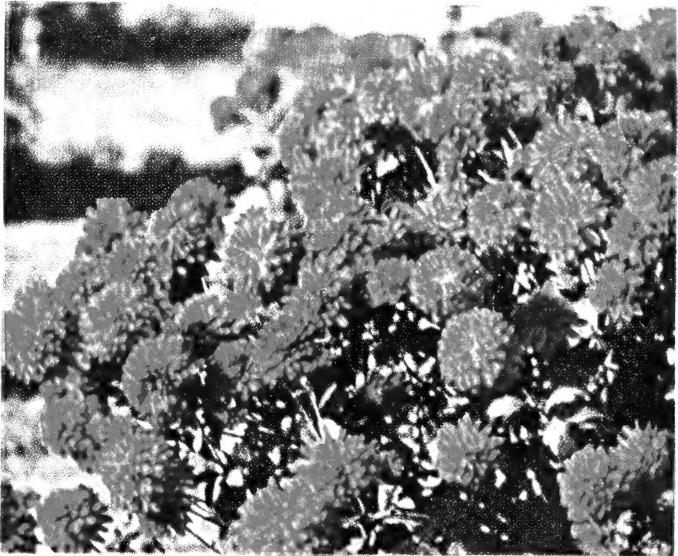
7 Early September MUMS

A grand assortment of the better
early-flowering Mums

7 SURE-TO-BLOOM PLANTS
(1 of each pictured)

\$3.10

21 PLANTS
(3 of each) . . **\$8.50**



GLOWING COALS. 60c each; 3 for \$1.50



EUGENE A. WANDER. 50c each; 3 for \$1.25



HEATHERBLOOM. 60c each; 3 for \$1.50



MEDITATION. 75c each; 3 for \$2.00



WHITE KNIGHT. 60c each; 3 for \$1.50

5 *Superb* MUMS

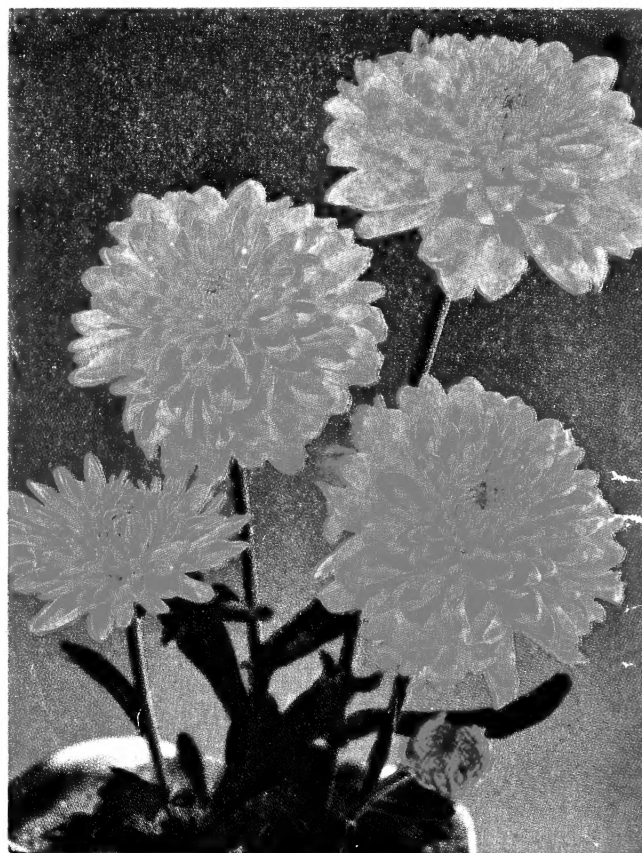
The 5 most colorful
Mums to trans-
form your garden into a
Mum-lovers' paradise.

5
SURE-TO-BLOOM
PLANTS (1 of each
pictured)

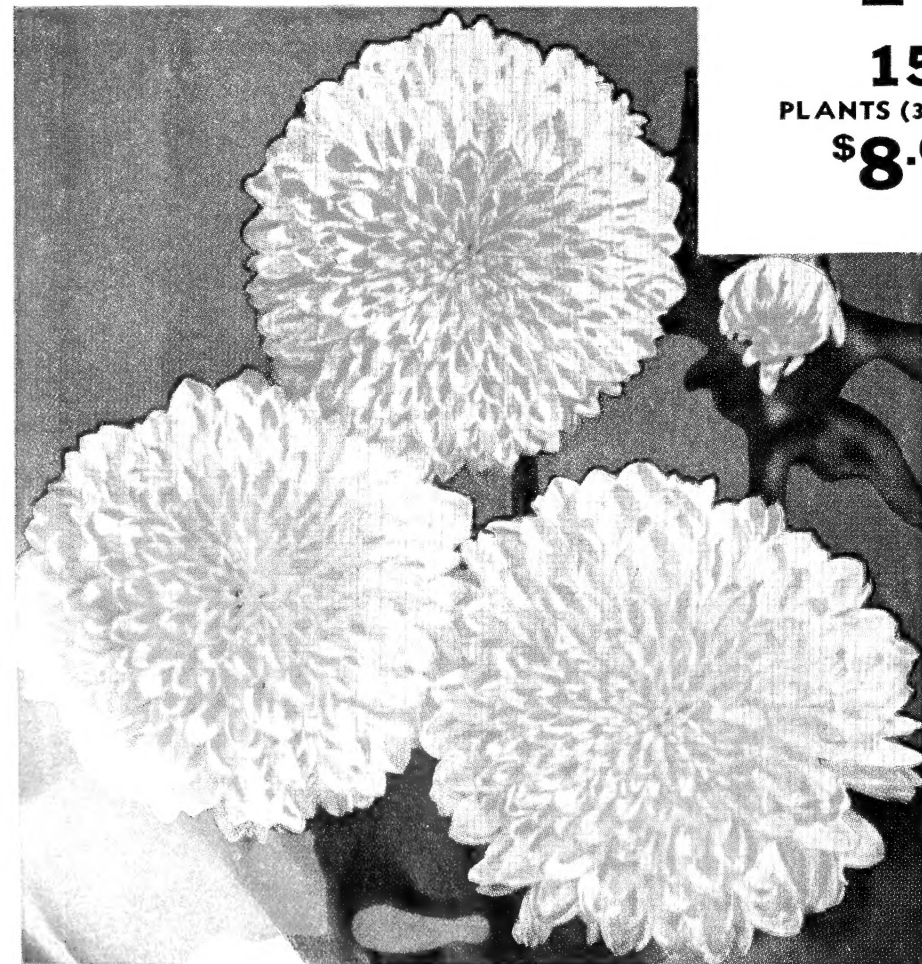
\$2.90

15
PLANTS (3 of each)

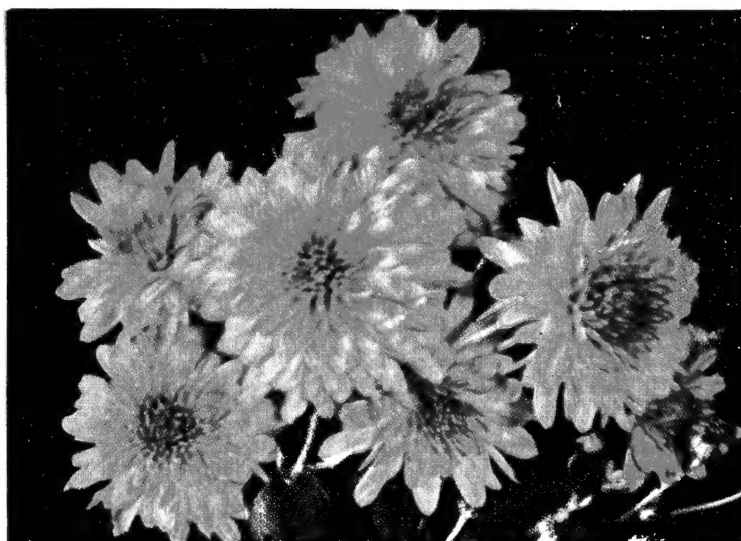
\$8.00



BURMA. 75c each; 3 for \$2.00



HWOOD. 75c each; 3 for \$2.00



AUTUMNSONG. 60c each; 3 for \$1.50



BOKHARA. 60c each; 3 for \$1.50

5 *New* Bristol MUMS

Mr. Alex Cumming
did a magnificent job
in producing these five
excellent Mums.

**5 SURE-TO-BLOOM
PLANTS** (1 of each
pictured)

\$3.00

15 PLANTS
(3 of each)

\$8.10



CARNIVAL. 75c each; 3 for \$2.00



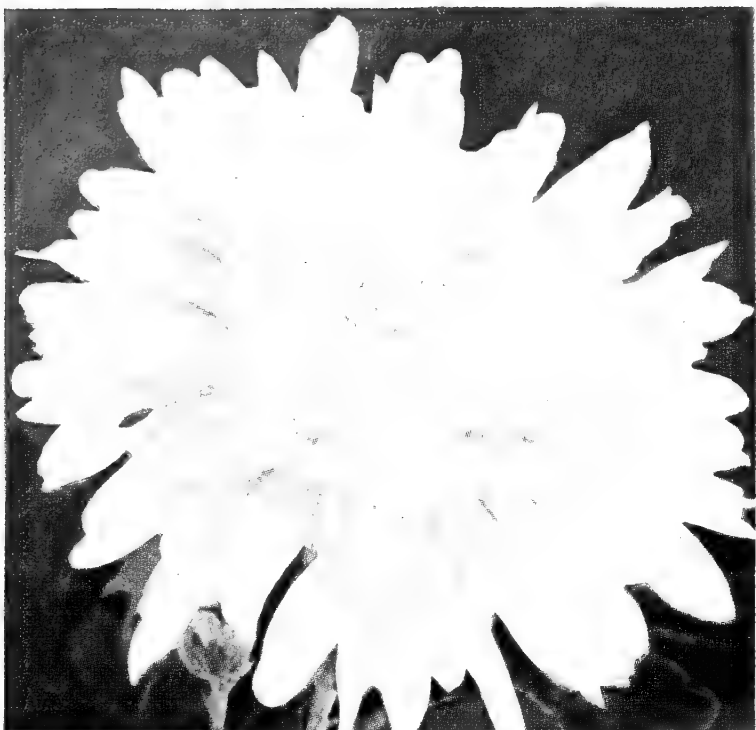
MELLOW GLOW. 75c each; 3 for \$2.00



APRICOT GLOW. 60c each; 3 for \$1.50

→
**PINK
RADIANCE.**
60c each;
3 for \$1.50





AVALANCHE. 50c each; 3 for \$1.25



RED VELVET. 50c each; 3 for \$1.25

6 Tried and Proved Mums

The very best of the older favorites that everyone loves.

6 Sure-to-Bloom Plants **\$2.50**
(1 of each pictured)

18 Plants **\$7.00**
(3 of each)



CYDONIA. 50c each; 3 for \$1.25



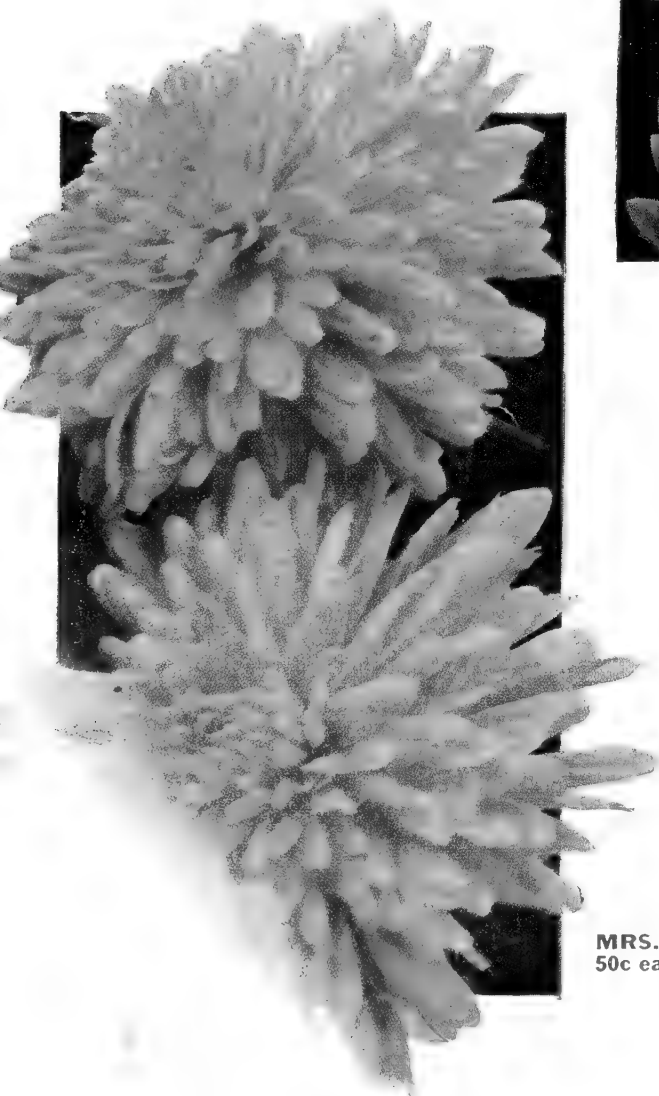
EARLY WONDER. 50c each; 3 for \$1.25

The Golden Rule has been the guiding motive in the establishment and management of this business. It is your confidence and patronage that has made possible this modern plant, devoted to producing sure-to-bloom Hardy Chrysanthemums.

MRS. P. S. DU PONT III
50c each; 3 for \$1.25



BURGUNDY
50c each; 3 for \$1.25





GLACIER. 50c each; 3 for \$1.25

This is our best selection of all early-flowering Mums.

These will begin blooming in August and continue until killed by frost.

6 SURE-TO-BLOOM PLANTS

1 of each pictured **\$2.75**

18 PLANTS \$7.25
(3 of each)

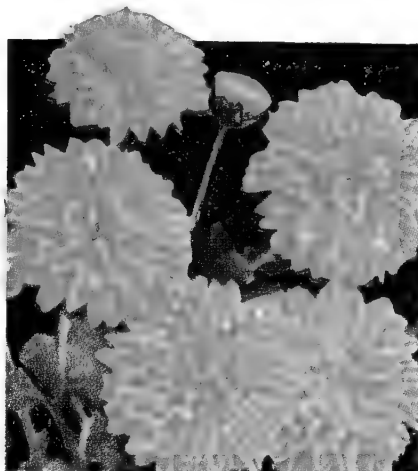
6 Early-Flowering MUMS



GOLDEN HOURS. 75c each; 3 for \$2.00



VIOLET
50c each; 3 for \$1.25



RED GOLD
40c each; 3 for \$1.00



MAROON 'N' GOLD. 50c each; 3 for \$1.25



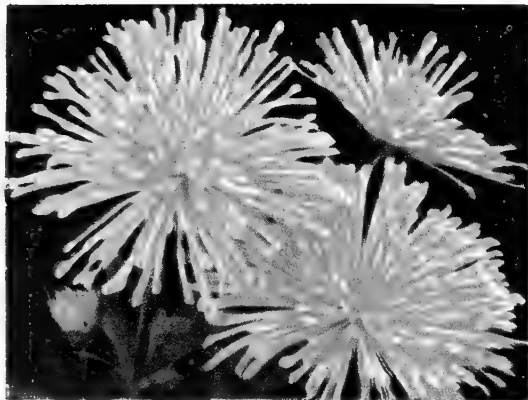
CHIPPEWA. 50c each; 3 for \$1.25

7 Charming SPOON MUMS

Really a charming collection of
The Better Spoon-type Mums



MAGENTA SPOON. 60c each; 3 for \$1.50



YELLOW SPOON. 40c each; 3 for \$1.00



ORCHID SPOON. 40c each; 3 for \$1.00



(Top) **CARDINAL SPOON.** 60c each; 3 for \$1.50
(Bottom) **IVORY SPOON.** 60c each; 3 for \$1.50



CHARM SPOON. 60c each; 3 for \$1.50



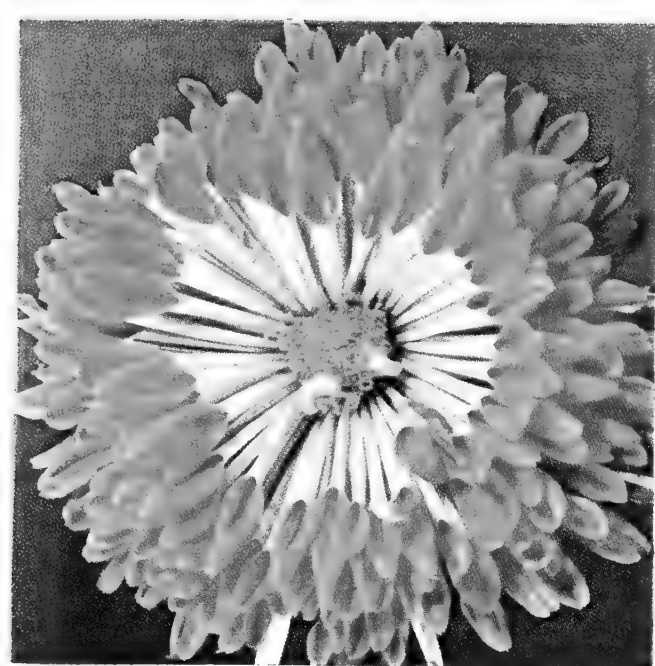
CHARM SPOON. 60c each; 3 for \$1.50

7 BETTER
GROWN
SURE-TO-BLOOM
PLANTS (1 of each
pictured)

\$3.15

21 PLANTS
(3 of each)

\$9.00



RUBY SPOON. 75c each; 3 for \$2.00

The Spoons of the future.
All distinct, beautiful new creations.

7 SURE-TO-BLOOM PLANTS
(1 of each)

\$4.50

21 PLANTS (3 of each)

\$12.00

1949

SPOON

Introductions

Another proof of our superlative advancement
in Mum development.

**"THE MUMS OF
TOMORROW—TODAY"**

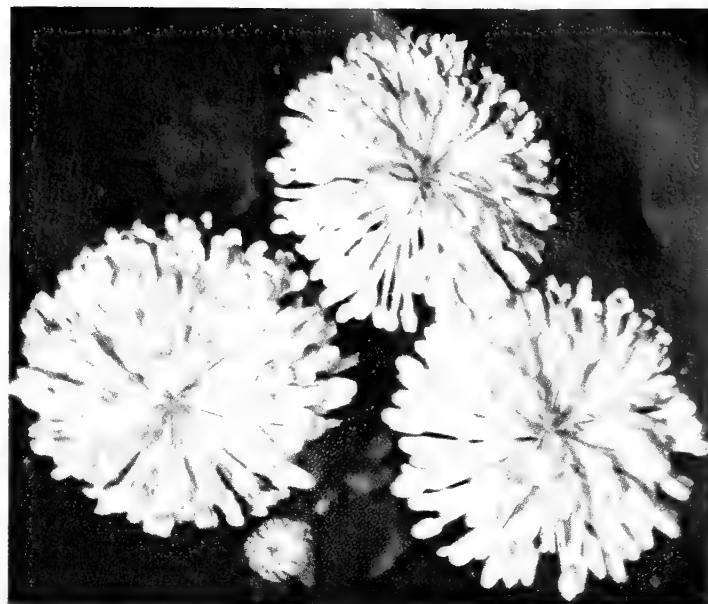
Apricot Spoon. A pleasingly different frost-resistant Spoon with tubes of apricot-bronze and spoons of apricot-rose. 75c each; 3 for \$2.00.

Fuchsia Spoon. Bold, 3½-inch flower of sparkling fuchsia-rose, on a sturdy, free-flowering plant. 75c each; 3 for \$2.00.

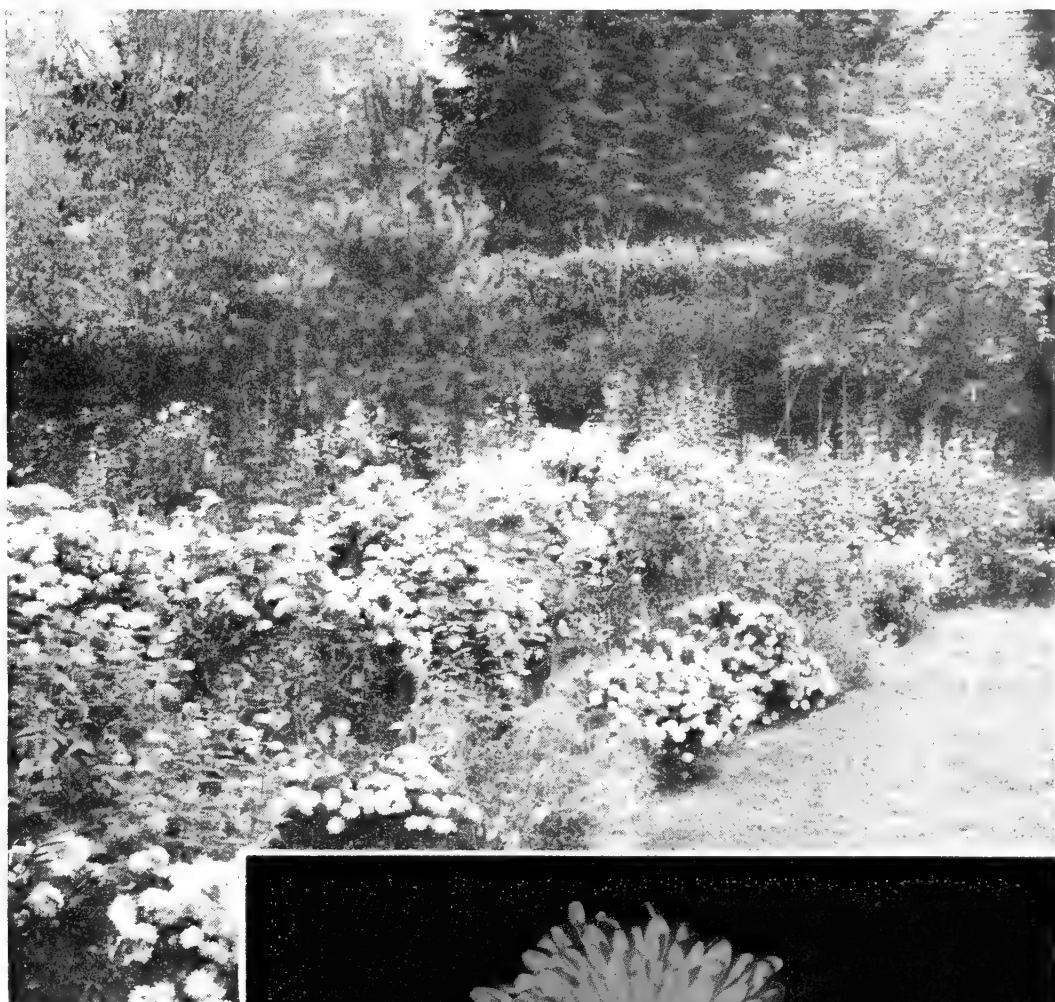
Lilac Spoon. Large, wide-petaled flowers of lilac-pink with silvery white tubes. A superb Spoon. 75c each; 3 for \$2.00.

Peach Spoon. Lively peach-colored Spoons with Chinese-yellow tubes aging to pinkish peach. Very large flower. Outstandingly different. \$1.00 each; 3 for \$2.50.

7
New
**SPOON
MUMS**



LOVELINESS SPOON. 75c each; 3 for \$2.00



→
**CANARY
SPOON**
75c each;
3 for \$2.00



OLIVE LONGLAND. 50c each; 3 for \$1.25

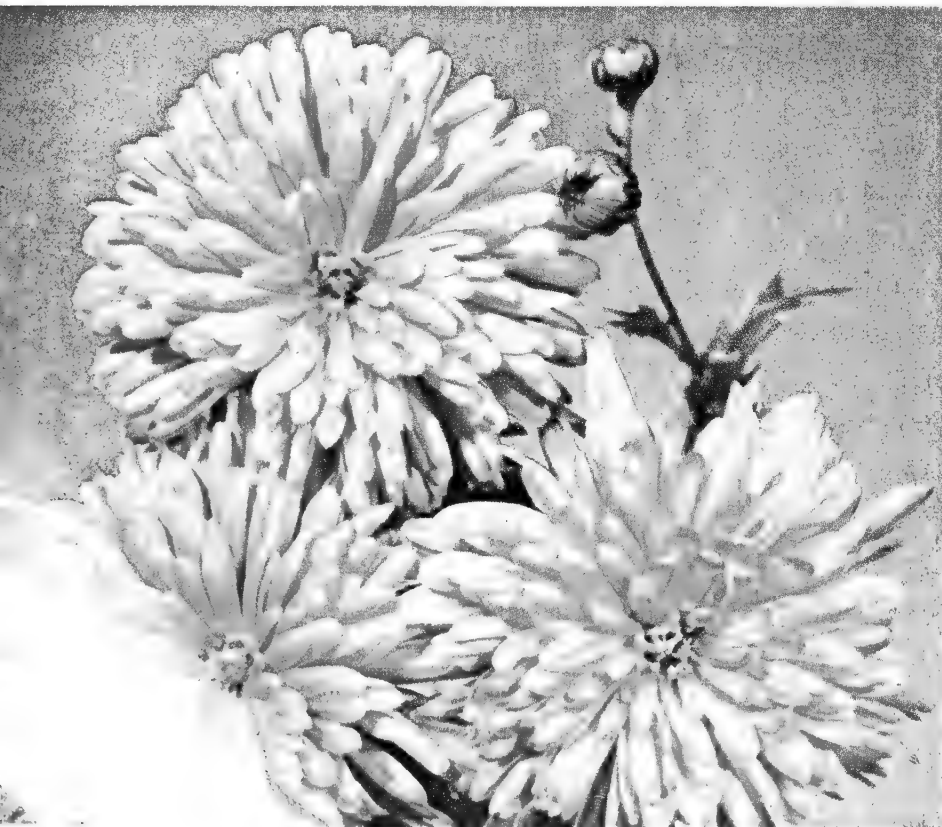


BETTY. 50c each; 3 for \$1.25

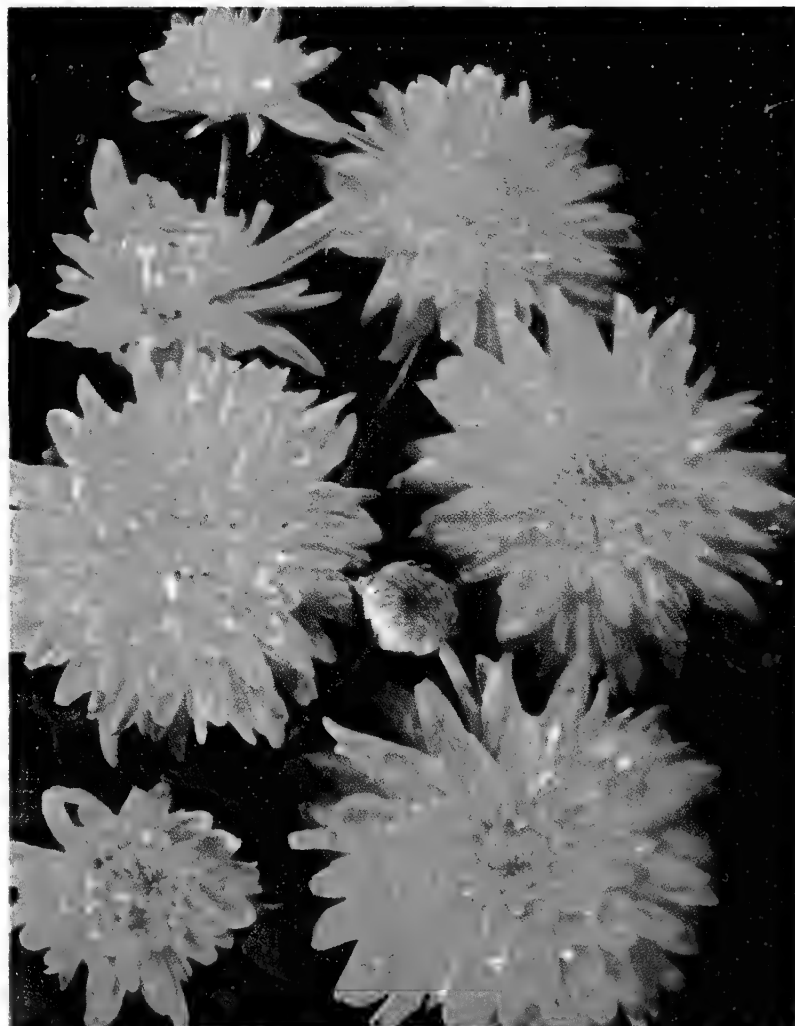
4 SUPREME MUMS

These four varieties come very close to perfection. Every one a winner.

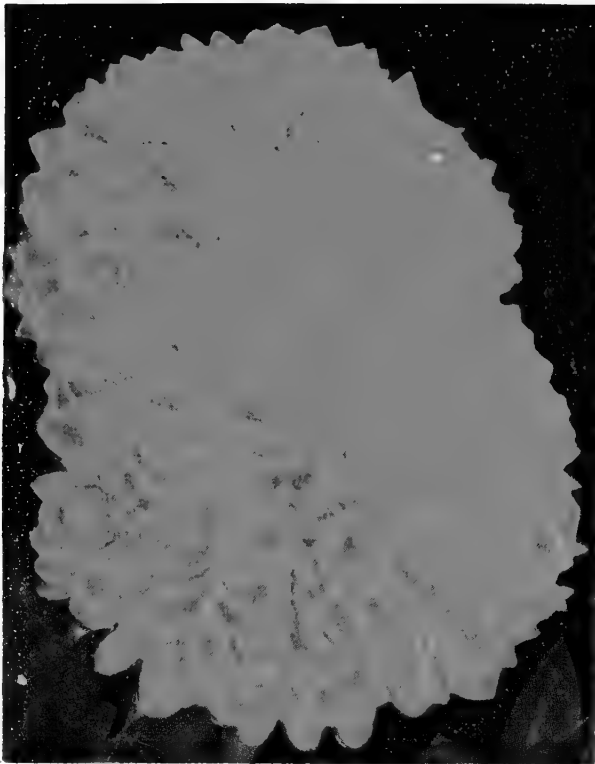
4 Sure-to-Bloom Plants **\$1.80** | **12** Plants **\$4.60**
(1 of each pictured) (3 of each)



BUTE. 75c each; 3 for \$2.00



CHARLES NYE. 60c each; 3 for \$1.50



SEPTEMBER BRONZE. 40c each; 3 for \$1.00



HARBOR LIGHTS. 50c each; 3 for \$1.25



EARLY WONDER. 50c each; 3 for \$1.25

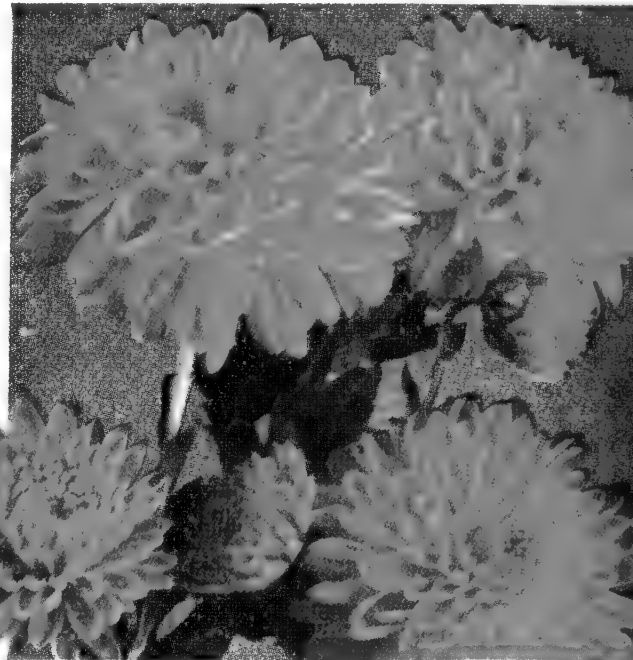
9 POMPON MUMS

Truly a grand selection of these adorable perky little fellows that will give loads of fine cut flowers.

9 Sure-to-Bloom Plants
(1 of each pictured)

\$3.50

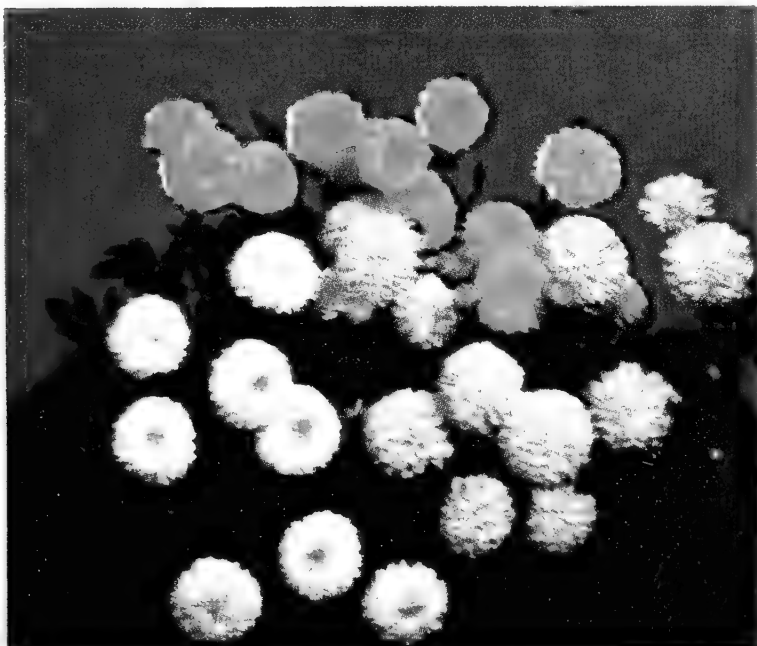
27 Plants
(3 of each) **\$10.00**



MANDALAY. 50c each; 3 for \$1.25



JUDITH ANDERSON. 40c each; 3 for \$1.00



PEPITA (White). 60c each; 3 for \$1.50

ROSITA (Pink). 60c each; 3 for \$1.50

CHIQUITA (Yellow). 60c each; 3 for \$1.50



STALWART. 50c each; 3 for \$1.25



NORTH STAR. 40c each; 3 for \$1.00

Plant
SURE-TO-BLOOM
MUMS
 FOR
Best Results



LOUISE SCHLING
 50c each; 3 for \$1.25

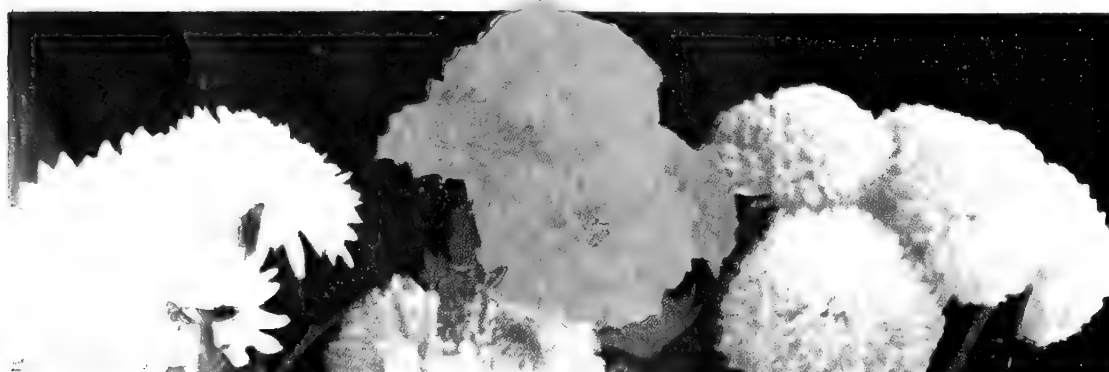


SILVER MOON. 40c each; 3 for \$1.00

7 CHARMING SINGLE MUMS

Single Mums have a grace and airiness not found in the heavier doubles. The flowers, in clear, striking, and brilliant colors, are produced in lavish profusion.

7 Sure-to-Bloom Plants \$2.75 21 Plants \$7.00



BUTTON POMPON CHRYSANTHEMUMS

FEPITA (White)	JUDITH ANDERSON (Yellow)	ROSITA (Pink)	} 3 BUTTONS (1 of each) for \$1.30
60c each; 3 for \$1.50	40c each; 3 for \$1.00	60c each; 3 for \$1.50	



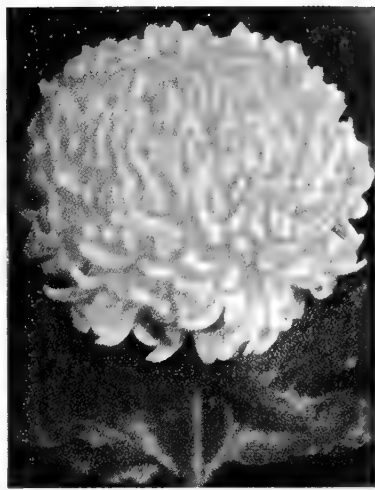
CRIMSON SPLENDOR
 50c each; 3 for \$1.25



AMBASSADOR
50c each; 3 for \$1.25



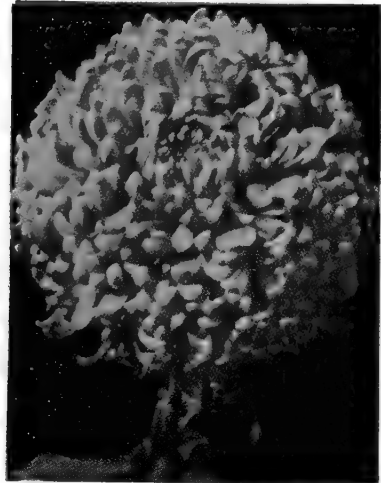
GARNET KING
50c each; 3 for \$1.25



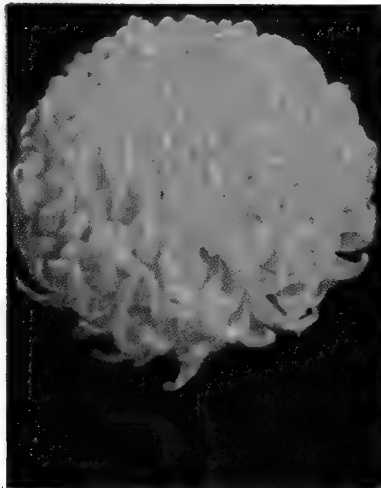
MRS. H. E. KIDDER
50c each; 3 for \$1.25



MAJOR BOWES
50c each; 3 for \$1.25



HILDA H. BERGEN
50c each; 3 for \$1.25



INDIANAPOLIS YELLOW
50c each; 3 for \$1.25



NORMA
60c each; 3 for \$1.50

Grow the Big Greenhouse MUMS in Your Garden

Each year we have had more and more requests for a listing of the large greenhouse type Mums. *These are not hardy in Minnesota* but can be successfully wintered in New Jersey, southern Pennsylvania, south of the Mason and Dixon line, and on the Pacific Coast. In the North they can be grown outside in the garden until frost time in the fall and then potted up and brought inside. To produce those big flowers they must be disbudded, leaving from one to three flowers per plant and grown tied to a stake. Well-grown specimens are a magnificent sight at blooming time.

LARGE COMMERCIAL

Ambassador. Big cream-white; incurved. Oct. 23. 50c each.

Garnet King. Reflexed dark red. Excellent color. Nov. 18. 50c each.

Gold Lode. Earliest golden yellow. Oct. 1. 50c each.

Hilda H. Bergen. Large, reddish bronze. Oct. 25. 50c each.

Indianapolis Yellow. Splendid yellow form. Nov. 8. 50c each.

Major Bowes. Large, incurved, deep lavender. Excellent sturdy grower. Oct. 20. 50c each.

Mrs. H. E. Kidder. Incurved, 7-inch flowers of bright yellow. Oct. 15. 50c each.

Norma. Anemone-flowered; deep lavender with gold-crested center. Oct. 28. 60c each.

Queen of Pinks. Large, lavender-pink pompon. Nov. 10. 50c each.

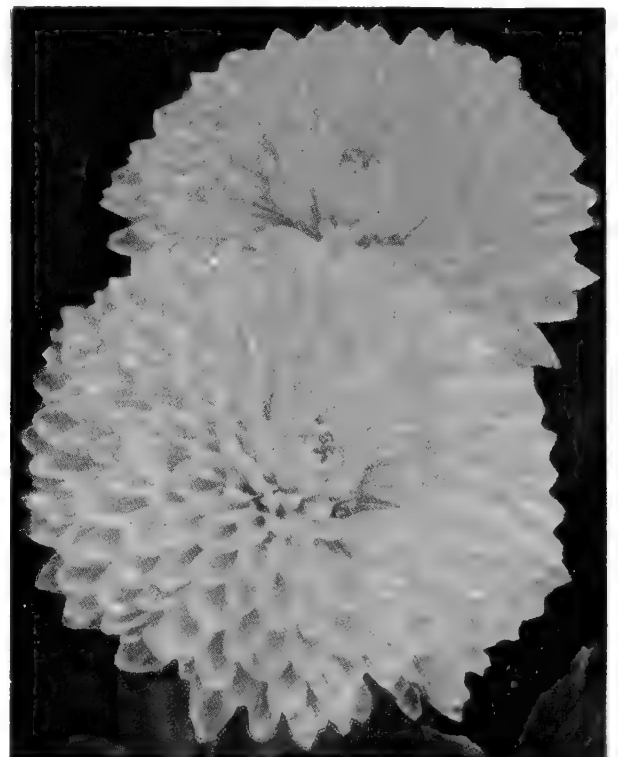
Silver Sheen. Large, silvery white. Oct. 18. 50c each.

Sunray. Light lemon-yellow; anemone. Nearly a yellow Norma. Oct. 15. 50c each.

Yellow Daisy. Deep lemon-yellow; single. Nov. 1. 50c each.



PINK DOT. 50c each; 3 for \$1.25
WHITE DOTY. 50c each; 3 for \$1.25



YELLOW DOT. 50c each; 3 for \$1.25

COMMERCIAL SPECIAL

10 Sure-to-Bloom Plants (1 of each pictured)

For **\$3.50**

COMMERCIAL POMPONS

Pink Dot. Finest pink Pompon. Oct. 25. 50c each.

White Doty. Large pure white Pompon. Nov. 1. 50c each.

Yellow Dot. Excellent yellow Pompon. Oct. 25. 50c each.

Special 3 Pompons

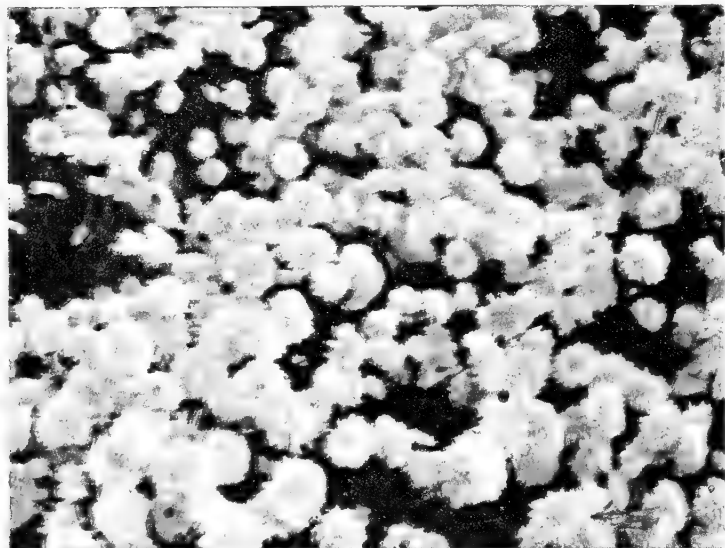
One each of
above for **\$1.00**



AUTUMN LIGHTS. 50c each; 3 for \$1.25



LAVENDER LADY
50c each; 3 for \$1.25



LAVENDER LASSIE. 50c each; 3 for \$1.25

7 GRAND MUMS

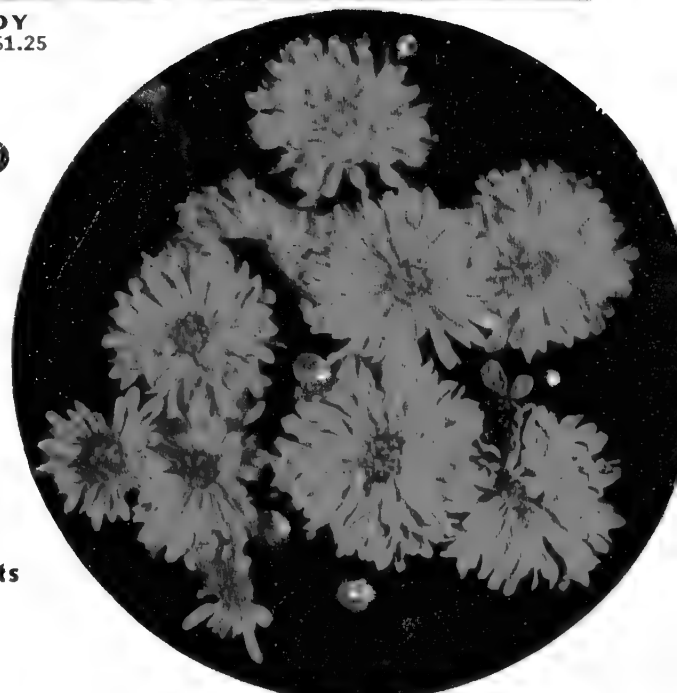
A complete Mum garden, as every season and type is represented.

7

Sure-to-Bloom Plants
(1 of each pictured)

\$2.75

21 Plants (3 of each)
\$7.75



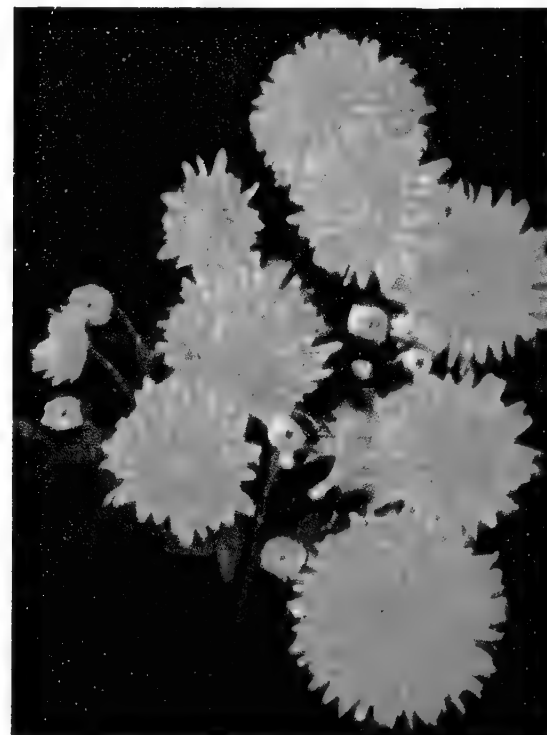
AUTUMN GREETINGS. 50c each; 3 for \$1.25



RED RED HOOD. 40c each; 3 for \$1.00



CANDLELIGHT. 50c each; 3 for \$1.25



SIMBA. 50c each; 3 for \$1.25

Mum Culture and Care

OUR MUM COLLECTION

Our collection of Hardy Garden Chrysanthemums is the most up-to-date and modern in the country. We are now growing and testing over 500 distinct varieties. We have all the worthwhile new varieties produced by the best originators in the land. These include all introduced by Prof. L. E. Longley of the University of Minnesota, the Chicago Strain, those originated by the U. S. Department of Agriculture, the new English varieties imported from Canada, Bristol's newest creations, and the better things from other growers.

CULTURE

Hardy Garden Mums are among the easiest of all hardy plants to grow. They will tolerate almost endless neglect and still survive and give some bloom. To have them at their best, give them good culture, a sunny location, a rich soil, and do not let them suffer for want of moisture during the hot summer.

Mums in the garden should be planted in an open, sunny location and should not be shaded by buildings, large shrubs or trees for more than three or four hours per day. Any fairly rich soil, be it sandy, clay or loam, that will grow other flowers and vegetables well, will also grow good Mums. Peat moss, leaf mold or barnyard manure worked into the soil is an excellent conditioner and much to their liking.

PLANTING

Spring is by far the best planting season. The proper planting time is when the spring garden work is well under way and the heavy, ice-freezing frosts are past. Planting can begin about the time early tulips begin to bloom and can be continued until peonies are in bloom. Here in southern Minnesota this would be from about late April until mid-June. Farther south this date would be advanced according to the climate. This gives the plants until fall to develop a good root system and enough top to give abundant bloom. Well-started plants grown in 2¼-inch pots and planted with a ball of earth around the roots are the most satisfactory. One-year-old, field-grown clumps seldom give satisfactory results, for they are hard to handle and there are usually not enough roots to support the many shoots that spring up. In replanting old clumps, always divide them into individual shoots. Those from the outside of the clump are the strongest and should be retained; discard the old stumpy center crown. Field-grown divisions packed with moss about the roots are often offered; these will usually grow but seldom give a good account of themselves.

SUMMER CARE

Good culture during the summer, with regular loosening up of the soil about the plants to maintain a constant supply of moisture, to aerate the ground, and to keep weeds from becoming established, is all that is necessary to grow good Mums. One or two applications of a well-balanced commercial fertilizer are beneficial but not absolutely necessary. Roughly, about a small handful of commercial fertilizer per plant at about one-month intervals is sufficient. The first application can be made in late July or early August. This highly concentrated fertilizer should not be used when the soil is dry, because foliage and root burn will result. Be sure that plenty of moisture is available at time of application.

WATERING

The best way to water Mums is to make a saucer-like depression about the plant, lay the hose on the ground, and let the water run slowly. The following day the soil can be loosened up and leveled again. A thorough watering like this should be sufficient for a week or ten days, even during the hottest and driest weather. Sprinkling the plants from overhead should be discouraged, for that invites foliage diseases. By keeping the foliage of Mums as dry as possible, spraying should not be necessary in order to grow a good crop of flowers.

OUR SURE-TO-BLOOM PLANTS

We believe our sure-to-bloom plants, grown from virgin cuttings, well established in 2¼-inch pots and sent to you with a ball of good soil about the roots are the most practical and economical to buy. These potted plants set out as late as early July will, with good care during the heat of summer, make fine blooming plants by October. We have hundreds of letters in our files from nearly every state in the country telling us how well our plants have done in all sections. Many of these plants were shipped over 2000 miles and still did remarkably well.

PINCHING

To have sturdy and well-branched plants it is advisable to pinch the terminal shoots once or twice during the season. This operation is done with the thumb and forefinger and consists of removing about ½ inch of the soft growing tip of the main shoots. The first pinching should be done when the plants are about 6 inches tall, to induce lateral branches. When these lateral branches are 8 to 10 inches tall, their tips should be removed to induce more branches. Discontinue pinching by August 1, as the plants will soon be forming buds. The very early-blooming varieties should not be pinched after July 15. A well-pinched plant will not need staking or other support, since the growth will be strong and sturdy and will stand erect.

WINTER PROTECTION

The purpose of winter protection is probably more to keep the cold in the ground than to keep it out. A favorable location, one which does not allow ice and water to stand over the plants, is very necessary. It is the alternate thawing and freezing that does the winter damage to garden Mums. After the tops have been killed by frost, the stems should be cut off 2 to 3 inches above the crown and burned to prevent the spread of foliage disease. We have found that any light, porous material that will remain more or less dry during the winter is ideal for covering. Excelsior, evergreen boughs, marsh hay, and cornstalks are very good if applied *after the ground is slightly frozen*. Leaves applied and kept dry with a waterproof covering will also make very fine covering.

MUMS FOR YOUR WINDOW-BOX

When the first light frosts of fall have made your window-boxes unsightly by killing the tender plants in them, you can enjoy the full glory of Mums. These dreary-looking window-boxes can be transformed into a fairland of color for two or three weeks by simply transplanting Mums from your garden into them. Select low, compact plants in full bud and bloom, dig them carefully and plant directly in the box.

BLOOMING TIME

It has been definitely proved that Chrysanthemums are sensitive to light and that the length of day determines the blooming time for a given variety. Shading a late-blooming variety with black cloth for a few hours, both morning and evening, will hasten its normal blooming time by two or three weeks. Electric lights will retard its normal blooming period.

Since Minnesota is quite far north, where naturally the fall days are shorter than farther south, a given variety will normally bloom 20 days earlier here than in Texas. We are located approximately 200 miles north of Chicago, and we know that the same variety will begin blooming for us four or five days sooner than in Chicago. From this we deduct that perhaps two days for every 100 miles of latitude is about the average difference in blooming time. Interesting, isn't it?

SPRAYING

We recommend a simple spray program in gardens that have a wide variety of plants, which naturally harbor insects and diseases. Mums, like many other plants, are subject to attack by aphid or plant lice. These are easily controlled by spraying with Nicotine Sulphate (Black-Leaf 40), which can be procured at any drug or department store.

One or two dustings during the summer with a 5 or 10 per cent DDT dust or spray will eliminate other insects that sometimes attack Mums, such as tarnished plant bug, leaf-hopper, leaf-rollers and the stalk borer. If you should have fungous trouble on the foliage, one or two sprayings with the new preparation called Fermate should keep your plants healthy.

In some parts of the East the foliar nematode has become very troublesome the past few seasons. Infected plants will lose their foliage, beginning at the bottom of the stalk, and by blooming time the entire plant may be defoliated. The dead leaves turn dark brown or black, become brittle and hang down along the stem. A half inch of tobacco dust mulch has been found effective in checking the spread of this pest.

Perhaps the best insurance against these pests and diseases is to be very critical of any newly acquired plant material. We have always prided ourselves on the health and vigor of our plants.

SEEING IS BELIEVING

Over 25,000 flower-loving people visit our Mum fields and show each year. We maintain a constant display of more than 300 varieties of the better Mums from early September to November. The overwhelming majority of these folk fall in love with the following varieties as the best things they see at our Gardens. 25,000 people can't be wrong!

20 LEADERS

Avalanche	Martin's White
Betty	Meditation
Charles Nye	Olive Longland
Chiquita	Pink Radiance
Chris Columbus	September Dawn
Courageous	Sienna
Ermine	Tangerine
Glowing Coals	Tribute
Heatherbloom	Vulcan
Loveliness Spoon	Yellow Avalanche

Special

20 SURE-TO-BLOOM PLANTS **\$10.00**
(1 each of above)

FROST RESISTANCE OF FLOWERS

In the past few years more attention has been paid to the damage done by frost to both buds and petals of different varieties. Some kinds—especially the white and lavender sorts—are damaged by the first light frosts, while others show no damage even when the temperature goes below freezing. Many varieties just keep right on blooming as though nothing had happened, while others are completely killed. We found the following varieties still in excellent condition in our fields on November 7 after four or five early freezes had spoiled most kinds:

Apricot Glow	Heatherbloom
Autumn Greetings	Inspiration
Autumnsong	Lavender Lassie
Betty	Magnificent
Bonfire	Maroon 'n' Gold
Courageous	North Star
Cydonia	Olive Longland
Drifted Snow	Red Gold
Ermine	September Bronze
Fiesta	Tussore
Glowing Coals	Winterset
den Sunset	Zantha

KODACHROME SLIDES

We have a beautiful set of one hundred 35 M.M. or 2-inch kodachrome slides of individual flowers of Mums, garden and field scenes, window-box plantings and other pictures of Mums in full color. These are available without cost to Garden Clubs or other reliable groups for use as programs. There is a short descriptive reading with the slides. Showing time about one hour. Projector and screen to be furnished by the organization using the pictures.

If interested in using these slides, for an interesting evening on Mums write to

E. C. LEHMAN
The Lehman Gardens, Faribault, Minnesota.

THE A B C OF MUM CULTURE

- A — Apple-blossom time is the beginning of Mum planting time.
- B — Bonemeal is an excellent fertilizer for Mums.
- C — Cover with porous light material for winter.
- D — DDT 5% dust or spray will keep bugs off.
- E — Early varieties are not recommended for hot climates.
- F — Fall planting is not recommended in the North.
- G — Give Mums an ordinary good rich soil.
- H — Hardy Mums bloom from August to November.
- I — Ice over the crowns in winter will kill them.
- J — Join the National Chrysanthemum Society.
- K — Keep well watered during hot dry weather.
- L — Leaves are not good cover unless kept dry.
- M — Mums from Minnesota can't be beat.
- N — Nicotine sulphate (Black-Leaf 40) will kill aphid.
- O — Overhead watering is not recommended.
- P — Pinching keeps plants sturdy and low.
- Q — Quality will improve by cultivation.
- R — Remove all but a few buds to grow those large flowers.
- S — Shade will make plants grow taller and bloom much later.
- T — Transplant late varieties into pots before frost and enjoy them in the house.
- U — Use a tablespoonful of commercial fertilizer per plant to give plants a good start.
- V — Very close planting will make spindly plants. Eighteen inches apart each way is sufficient.
- W — Window-boxes are beautiful planted with Mums in fall.
- X — Plant only sure-to-bloom plants.
- Y — Young, vigorous, 2½-inch potted plants are best.
- Z — Zinc labels are permanent.

Our Fall Mum Display

Everyone is cordially invited to our annual Fall Mum Show. Last season we had over 100,000 plants in our fields and well over 1,000,000 flowers. Here you can see growing side by side more than 500 varieties of Hardy Chrysanthemums. Many of these are seedlings—the Mums of Tomorrow—in the different stages of selection. Really, it is a beautiful sight to see. Our very first varieties begin to bloom about mid-August, and by early September a great many of the earlier kinds are in full bloom. Between September 15 and 25 is usually when the fields are at their best. During this time and up to Thanksgiving we maintain a display of most all varieties in our greenhouses. This alone is well worth seeing. If you can, come and enjoy the MUMS with us.

THE MARCH OF MUMS

In order to fulfill our slogan, "The Mums of Tomorrow—Today," and to keep our collection modern and up to the minute, we try out every new kind we hear about. Many of these new developments are good; a few are superior to existing kinds. Progress is being made toward more beautiful and useful Hardy Chrysanthemums, and in order to keep in step with this development we have this year discarded the following, which have definitely been superseded by newer and better kinds:

Autumn Sunlight.....	Replaced by.....	Golden Hours
Bronze Gold.....	Replaced by.....	Apricot Glow
Eldorado.....	Replaced by.....	Golden Dome
Eureka Giant.....	Replaced by.....	Carnival
Freda.....	Replaced by.....	Leda
Gold Treasure.....	Replaced by.....	Gold
Indian Summer.....	Replaced by.....	Inspiration
Mrs. Phillips.....	Replaced by.....	Myrtle Walgreen
Rheingold.....	Replaced by.....	Stella App
Ruby Pompon.....	Replaced by.....	Illuminator
Silver Ball.....	Replaced by.....	White Doty
White Spoon.....	Replaced by.....	Ivory Spoon

INTRODUCING THE 1949 MODELS OF THE

Grand Champions (Chicago Strain)

Temptingly Different and as New as Tomorrow

We are proud indeed to introduce to American gardens these new Hardy Chrysanthemums. Over a period of a dozen years, thousands of Chrysanthemum seedlings have been grown and the best selections given a very rigid test for winter hardiness, color and form of flower, petal substance, early blooming qualities, disease resistance, and ornamental foliage. These tests have eliminated all weak and inferior kinds. From our own observation and experience, and from the hundreds of highly complimentary letters we have received from gardeners from coast to coast, we know that the Chicago Strain is good and will please you.

CHICAGO (Kraus 1183)

Glowing carmine, rich and deep, turning to scarlet toward base. The petals appear saturated with color, with orange reverse. Duplex, 3 inches in diameter, with four to six rows of wide, overlapping petals. A small, clear yellow center enhances the brilliance. Color holds well. Individual stems thick, holding flowers upright even when heavy with rain. Flowers in open clusters of 4 to 6 at the end of 18-inch branches. Bush upright branching and sturdy, with dark olive-green foliage. Very effective for cutting; colors even brighter under artificial light.

DAWNROSE (Kraus 504)

Grenadine-pink to bittersweet-pink, lightening to clear bright flesh-color at margins of flower. Fully double, 3 inches in diameter; petals broad, firm, flat, overlapping, rounded at tips, slightly quilled near center. Bush upright, very freely branched, about 2 feet tall. Foliage abundant, dark green; strong individual flower stems. Very free blooming; excellent for borders and cutting. Middle of September to middle of October.

DEFIANCE (Kraus 377)

Deep, intense golden yellow, exceptionally double, with hundreds of twilled petals. Nine to 12 individual flowers in a cluster on 20-inch stems. Exceptionally fine for cutting. Flowers are very staunch and withstand all types of weather. Bush is unusually strong, sturdy and upright, with abundant, dark green foliage. In bloom from mid-September through October.

ERMINE (Kraus 435)

Opens ivory-white and ages to pure white. Flowers are 3 to 3¼ inches in diameter, with long, broad, overlapping petals of heavy substance. Strong stems 16 to 18 inches long bear clusters of 5 to 7 flowers on a sturdy, well-branched plant with large, abundant, medium dark, disease-resistant foliage. Excellent for cut flowers. Very fine. October 1.

HAZELWOOD (Kraus 1309)

Light Corinthian-red darkening to dark Jasper-red at center, the whole effect soft and delicate, accented by the darker center. The very old flowers are light coral-red, 1¼ to 2 inches in diameter, flat, double, compact, with small yellow centers. Flowers in much-branched, open clusters of 5 to 10; individual flower stems 3 to 7 inches long, firm, wiry but graceful, at end of branches 18 to 24 inches long. Foliage abundant, dark gray-green; bronzy green or red-brown in late autumn. Exceptionally profuse bloomer. If not headed back, bush becomes 3 feet tall with dozens of flowers on long branching stems. Excellent for cutting and corsages or large masses in the garden.

HERO (1252)

Bright scarlet-red to spectrum-red, exceptionally bright and gleaming, and holds well throughout life of flower. Flowers 2 to 3 inches in diameter, double, compact, flat when mature. Some have tiny bright yellow centers when old; reverse of petals yellow-bronze. Petals flat, closely overlapping. Flowers in open clusters of 4 to 7 on medium-sized, firm individual stems 4 to 5 inches long at the end of 18-inch branches. Bush 24 inches tall, upright, spreading. Leaves medium sized, abundant, dark green to bronzy green. Very free flowering. Late September to late October.

MAGNIFICENT (Kraus 273)

Outstandingly different, glorious plum-red on rosy cardinal with coppery cast. Similar to shadings found in Symphony. Fully double, 4-inch flowers clustered on long thick stems make it specially adapted to cutting. Tall, 28-inch plant with willowy habit is exceptionally sturdy. Very healthy, dark green foliage. Blooms from late September to early November.

MARY HARRISON (Kraus 1268)

Bright, glowing aster-purple, lightening to phlox-purple when fully expanded; ages to deep, clear rose-pink. Duplex, 4 to 5 inches in diameter, with 4 to 6 rows of long overlapping petals and small, bright yellow center. Individual flower stems strong, heavy, 3 to 6 inches long. Flowers in clusters of 5 to 7 at end of 2-foot, sturdy branches. Bush compact, upright, exceptionally vigorous, with deeply cut, gray-green foliage. Very free flowering; excellent for cutting or massing. Late September.

MELODY (Kraus 1232)

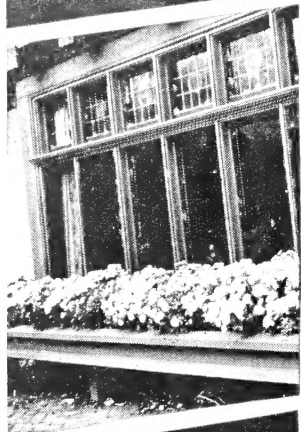
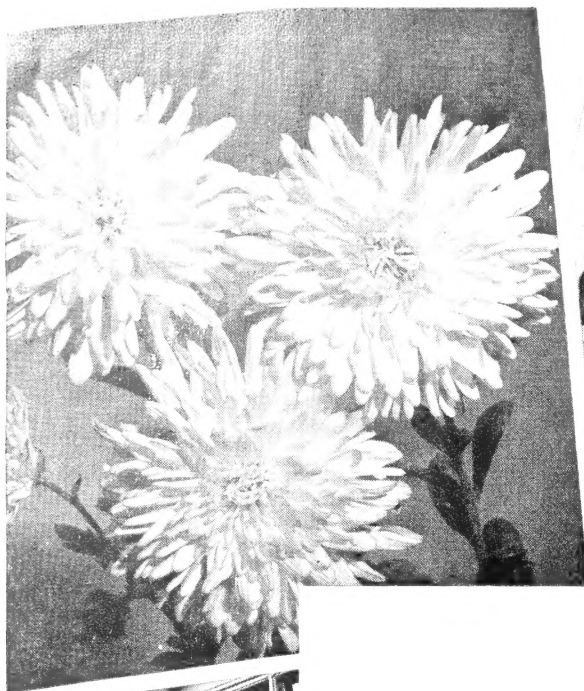
Light orange-bronze, fully double, 2 to 2½ inches in diameter. Petals wide, boat-shaped, of heavy texture; flower very compact, bud-shaped, rain resistant. Individual flower stems 3 to 5 inches long, thick, firm, upright. Flowers in open clusters of 5 to 6 at end of 18-inch branches. Bush medium size, with dark green foliage; upright, compact, free flowering. End of September to middle of October.

MYRTLE WALGREEN (Kraus 1277)

Amaranth-purple lightening to clean, clear mallow-purple with age. Double, with small yellow centers when old. Petals long, slightly recurved, but incurved when young, forming a lighter center because the backs of the petals are silvery lilac. Individual flower stems 3 to 5 inches long, strong and wiry. Flowers in branched clusters of 5 to 8 at end of strong, 18-inch stems. Very free blooming. Foliage abundant, dark gray-green. Bush compact, vigorous, upright branching. September to October.

Special Offer of 1949 Grand Champions

10 SURE-TO-BLOOM PLANTS \$6.00 • **30 PLANTS (3 of each) \$16.50**
(1 of each)



Surprise Collection

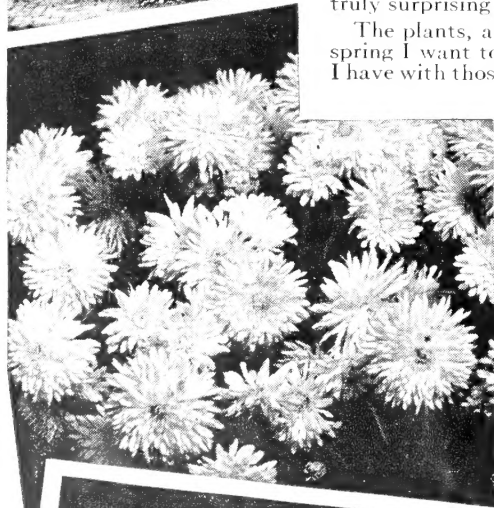
If you do not care about the names of your Mums, but just want to grow them for a gorgeous display in the fall or for cutting bouquets for the house, then you can save money by ordering this special Surprise Collection. It includes every color and type shown in this catalog. All are first-quality, *sure-to-bloom* plants, but come to you unlabeled as to name. See for how little money you can have a big Mum garden.

**5 for \$1.25; 10 for \$2.20;
25 for \$5.25; 100 for \$20.00**

Van Dyke, Mich.

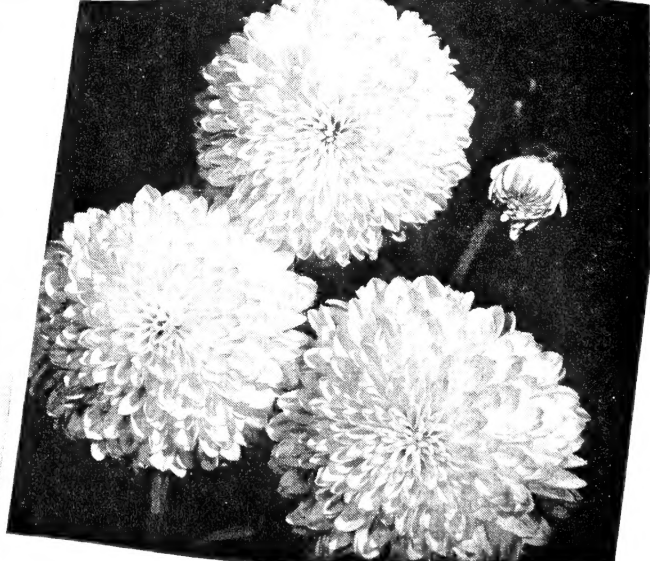
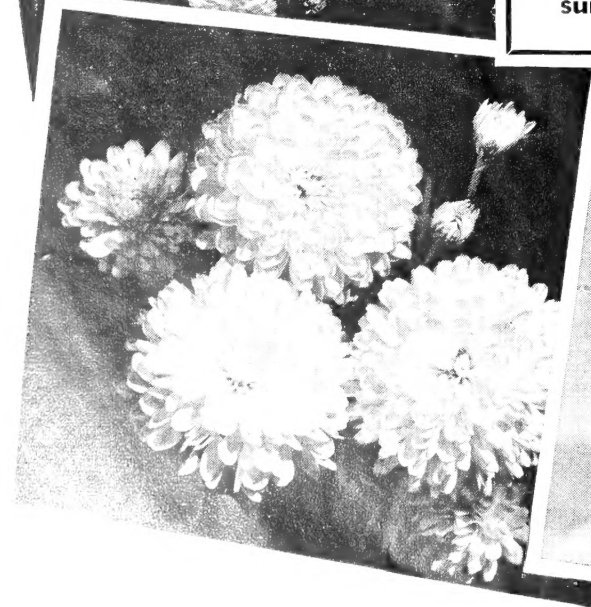
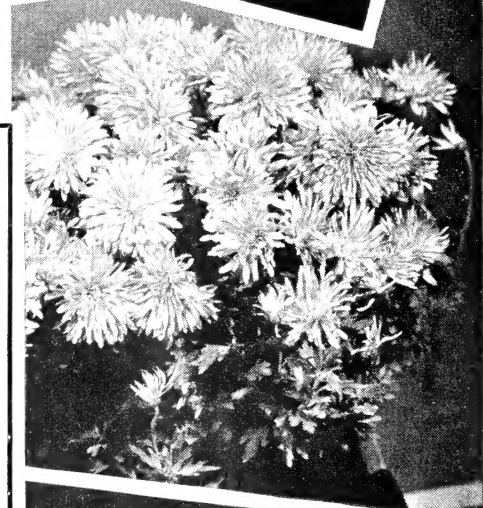
Last spring I sent for your Surprise Collection of Mums and this fall it has been a truly surprising Garden of Beautiful Mums.

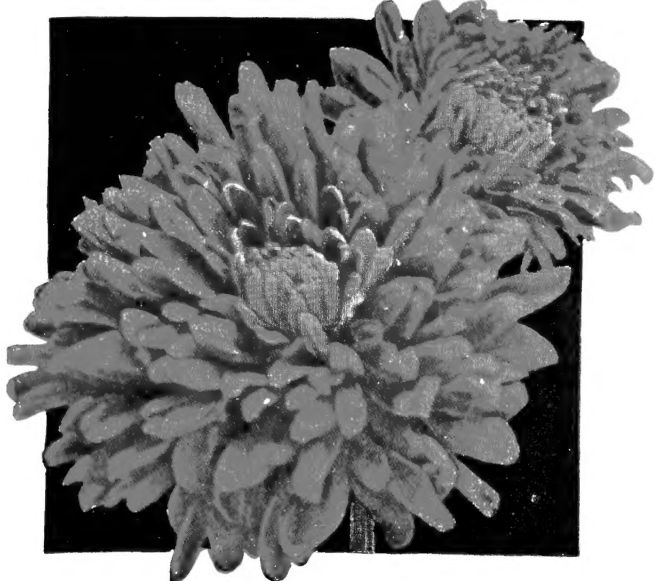
The plants, all sturdy and blooming, are really the envy of all my neighbors. Next spring I want to have at least 50 more because I've never been so pleased with any as I have with those from your firm.—Mrs. E. T. C.



Let Us Make Your Selection

If you prefer to have personal, professional help in selecting the varieties for your particular needs, let us make your selection. Send us the amount you wish to spend for **HARDY MUMS**, tell us what color and types you prefer—whether for cutting or garden display, whether early, late, or midseason varieties—and we will select the best in our large collection of over 200 varieties. You will be thrilled by the fine plants you receive. All will be labeled and **sure to bloom**.





WESTBOURNE. 50c each; 3 for \$1.25

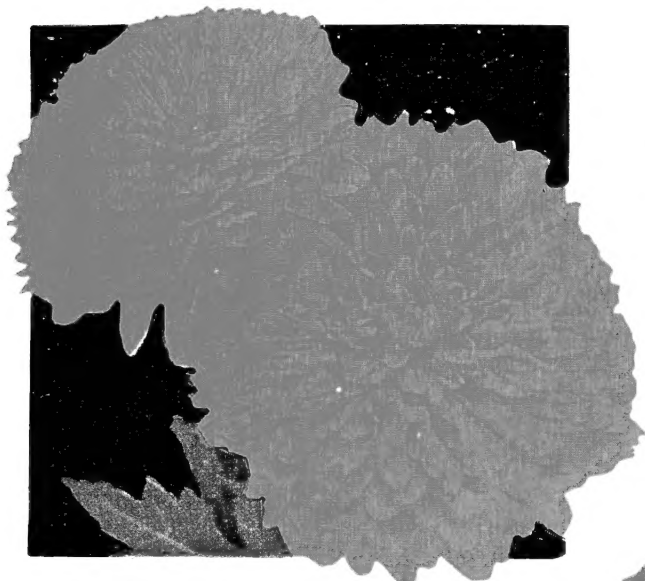


INDIANA. 50c each; 3 for \$1.25



CHALLENGER. 50c each; 3 for \$1.25

7 New English Hybrid Mums



GOLDEN DOME. 50c each; 3 for \$1.25



VULCAN
50c each; 3 for \$1.25



LEDA. 50c each; 3 for \$1.25

TIGER
50c each;
3 for \$1.25

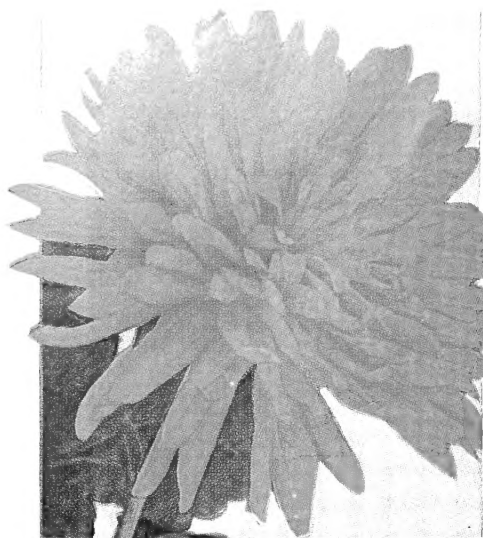


This group has been selected as the most dependable of over 100 varieties tested.

7 Sure-to-Bloom Plants (1 of each) **\$2.80**

21 Plants (3 of each) **\$8.00**

The Beacon COLLECTION



HARBINGER
40c each; 3 for \$1.00

5 OUTSTANDING MUMS

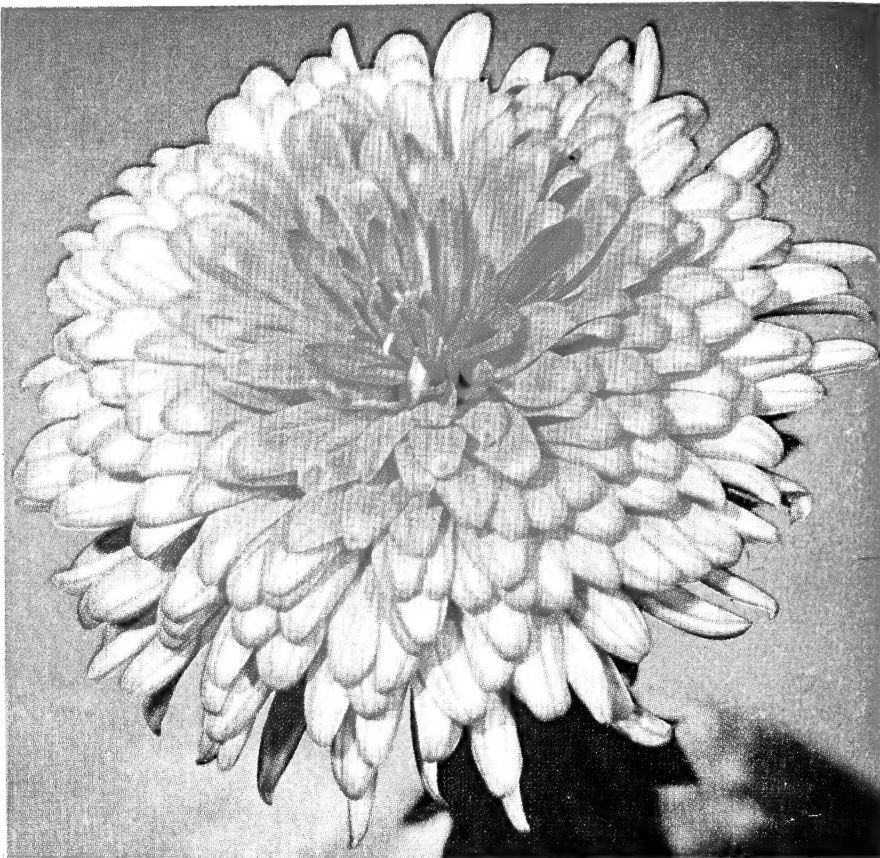
Gorgeous for cutting
and garden display

5 Sure-to-Bloom
Plants
(1 of each pictured)

\$2.40

15 Plants (3 of each)

\$6.50



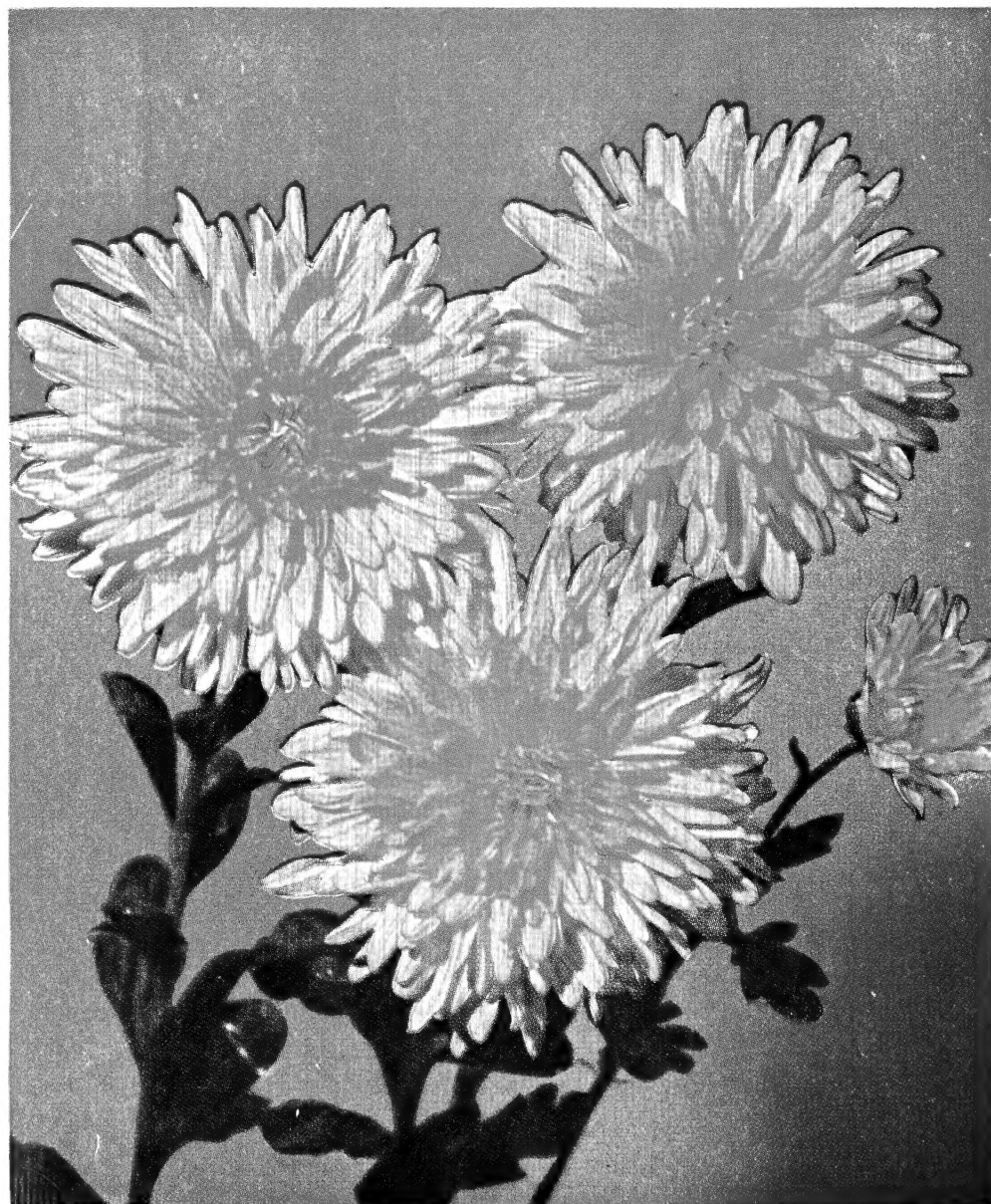
BEACON. 75c each; 3 for \$2.00



HEARTHFIRE. 50c each; 3 for \$1.25



SEP DAWN. 50c each; 3 for \$1.25



YELLOW AVALANCHE. 60c each; 3 for \$1.50

The
LEHMAN GARDENS, Faribault, Minnesota